APRIL 11, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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APR 13 1949
DETROIT

Load-pullers

There's one station in Baltimore that works like an ox for you. That's W·I·T·H, the BIG independent that covers America's sixth largest city like a tent.

W·I·T·H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W·I·T·H delivers more listeners-per-dollar than any other station in town. It's the real bargain buy.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W·I·T·H story.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

IN THIS ISSUE: SPOT AND NETWORK PRODUCT ANALYSES

OUR 25TH ANNIVERSARY YEAR

A family reunion every Saturday Night...
to hear the WLS NATIONAL BARN DANCE

Arthur and Mrs. Johnson, daughter Ione and husband

BACK IN 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies "home" to hear the WLS National Barn Dance. As Mrs. Johnson recalls, "Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.' "

This happy Saturday night tradition continued as long as Mrs. Johnson's parents lived. Uncle Ezra, Lulubelle and Scotty, Ralph Waldo Emerson and other Barn Dance favorites had become like members of the family. Even the canary was named after WLS-singer Chubby Parker.

Now, a quarter century later, the Johnsons enjoy WLS in their own home in Hobart, Indiana—and *their* married son and daughter often bring their families in on a Saturday night for coffee, talk and Barn Dance entertainment.

All over the Middlewest—city, town, farm—you find these family traditions built around the Barn Dance and WLS. And so you find the kind of *deep* loyalty that brings such quick response to our Christmas Neighbors Club, our annual flower seed offer, our Family Albums—and an equally amazing response to the sound advertisers who share in this listener-confidence we have been building for twenty-five years.

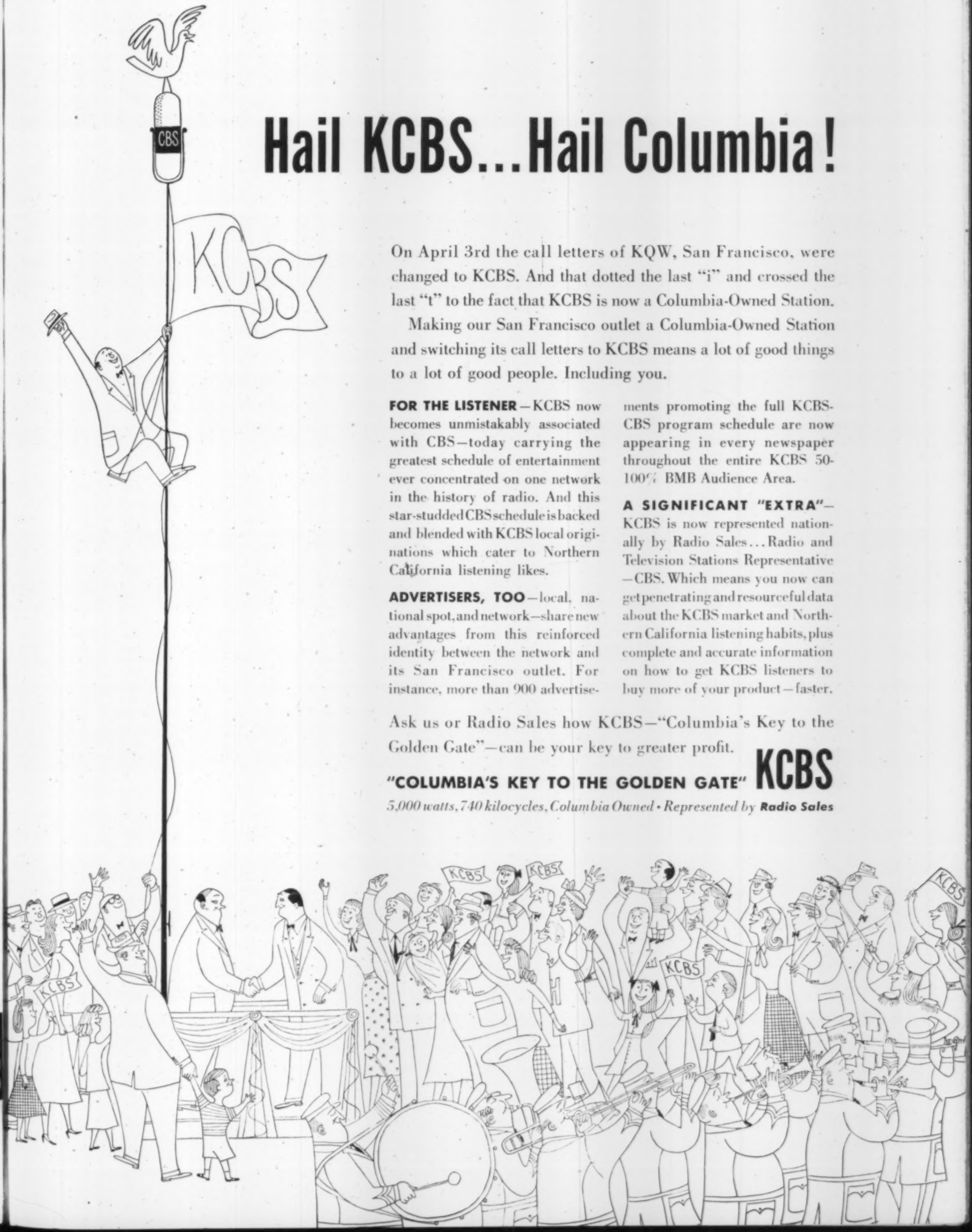
A Clear Channel Station

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.



Hail KCBS...Hail Columbia!

On April 3rd the call letters of KQW, San Francisco, were changed to KCBS. And that dotted the last "i" and crossed the last "t" to the fact that KCBS is now a Columbia-Owned Station.

Making our San Francisco outlet a Columbia-Owned Station and switching its call letters to KCBS means a lot of good things to a lot of good people. Including you.

FOR THE LISTENER—KCBS now becomes unmistakably associated with CBS—today carrying the greatest schedule of entertainment ever concentrated on one network in the history of radio. And this star-studded CBS schedule is backed and blended with KCBS local originations which cater to Northern California listening likes.

ADVERTISERS, TOO—local, national spot, and network—share new advantages from this reinforced identity between the network and its San Francisco outlet. For instance, more than 900 advertisements promoting the full KCBS-CBS program schedule are now appearing in every newspaper throughout the entire KCBS 50-100% BMB Audience Area.

A SIGNIFICANT "EXTRA"—KCBS is now represented nationally by Radio Sales... Radio and Television Stations Representative—CBS. Which means you now can get penetrating and resourceful data about the KCBS market and Northern California listening habits, plus complete and accurate information on how to get KCBS listeners to buy more of your product—faster.

Ask us or Radio Sales how KCBS—"Columbia's Key to the Golden Gate"—can be your key to greater profit.

"COLUMBIA'S KEY TO THE GOLDEN GATE" KCBS

5,000 watts, 740 kilocycles, Columbia Owned • Represented by **Radio Sales**

BROADCASTING at deadline

Closed Circuit

RARE PROCEDURE on FCC's reply to Sen. Ed Johnson's demand for monopoly and TV data [BROADCASTING, March 14]. After 29 days of pencil-chewing, FCC answered Thursday. Sen. Johnson refused to release them, though he had released both sides of earlier exchange and his questions in this one. FCC is mum, chiefly because of policy and also because parcel includes worksheets and memoranda. They may not see light till Sen. Johnson springs hearings.

UPSHOT of NAB Convention activities this week may be reorganization in headquarters staff and ultimate departure of one or more department heads. Board action, however, will pave way for new appointments also in different specialized spheres—TV and legislative contact, for example.

FOR FIRST TIME in several years NAB has budget worries. While increases in membership have more than offset station resignations, number of those which have resigned were in higher dues brackets whereas majority of newcomers are secondaries.

HEAVY ADVERTISING campaign, including radio, scheduled for new and as yet unidentified development of Mennen Co., baby product manufacturers. Grey Adv., N. Y., planning campaign.

WHAT will Ed Craney's new anti-clear channel group do at Chicago during NAB Convention week? His Independent Broadcasters Protective League slated to appoint Washington director and action may occur in Chicago with naming of well-known New England manager who recently resigned his post.

MOST LIKELY appointee to highly important post of Director of Division of Mass Communications of UNESCO is Stanley P. Richardson, widely-known journalist and broadcaster whose last assignment was with NBC's international division. NAB President Justin Miller and Michael R. Hanna, WHCU Ithaca, both on UNESCO radio council, support him.

GOLDEN RULE, big St. Paul department store, planning intensified regional radio campaign with results to determine whether or not even larger campaign be undertaken. Agency, Cramer-Krasselt Co., Milwaukee.

WITH DOROTHY Schiff Thackrey returning to helm of *New York Post Home News*, replacing her husband, Theodore O. Thackrey, there's speculation whether her WLIB Brooklyn will be leased or sold.

ABC and CBS seeking to lure Carnation Co. *Contented Hour* away from NBC with offers of better time. Agency: Erwin, Wasey & Co.

Upcoming

April 11-13: NAB Management Sessions, Stevens Hotel, Chicago.
April 12: ABC Stockholders meeting, ABC Board Room, RCA Bldg., New York.
April 12: Brand Names Day, Waldorf-Astoria, New York.

(Other Upcomings on page 193)

SLOAN AWARDS WINNERS

CBS, NBC and six stations selected for 1948 Alfred P. Sloan Radio Awards for public service in highway safety, Automotive Safety Foundation announced Friday. "No Escape," in Electric Auto-Lite Co.'s *Suspense* series on CBS, rated best commercial show on traffic-safety theme while NBC's *Death on a Weekend* won first place in sustaining category. Stations named for awards: KNUZ Houston, WING Dayton, and WFDF Flint in commercial class, and WJTN Jamestown, N. Y., WWJ Detroit and KOMA Oklahoma City in sustaining group. KOIN Portland, Ore. and WNAX Yankton, S. D., won honorable mention for sustainers. Awards to be presented at April 25 dinner in New York.

Business Briefly

ADMIRAL PLANS ● Admiral Corp., New York, expected to sign with ABC-TV for sponsorship of first half of TV version of *Stop the Music*, which starts May 1, Sun. 8-9 p.m. Agency, Kudner, N. Y. P. Lorillard, New York to sponsor 8:30-9 p.m. portion. Agency, Lennen & Mitchell, New York.

IRE-NAB MEET APPROVED

BROADCAST Group of Institute of Radio Engineers voted Thursday night at Stevens Hotel, Chicago, to hold joint annual meeting with NAB engineers. Group completed plans for organization of IRE satellite. Postcard survey showed 90% of IRE broadcast engineers interested in forming this division, and 75% favored consolidation of NAB and IRE broadcast meetings. Attending meeting of administrative committee were: Orrin W. Towner, WHAS Louisville, chairman; R. Morris Pierce, Good Will Stations; R. J. Rockwell, WLW Cincinnati; Wm. B. Lodge, CBS; Frank Marx, ABC; Vernon Anderson, consultant.

White New MBS Head; Kobak Consultant

FRANK K. WHITE, president of Columbia Records Inc., was elected president of Mutual Friday at MBS board meeting in Chicago [CLOSED CIRCUIT, April 4]. He will assume his duties May 1, after a brief vacation.

He succeeds Edgar Kobak, MBS head since 1944. Mr. Kobak, who will set up business consulting office, was retained by Mutual as consultant. Mr. White succeeds Mr. Kobak on board.

Mutual board was understood to have given Mr. White three-year guarantee with salary and bonus provisions approaching $100,000 annually.

Mr. White

While network presidency was center of attention, board also named Theodore C. Streibert, president of WOR New York, to succeed Lewis Allen Weiss, Don Lee president, as MBS board chairman. Mr. Weiss' term had expired.

Thomas O'Neil, Yankee Network president, succeeded Mr. Streibert in board vice chairmanship.

Mr. White said:

> **Presidency of MBS carries with it responsibilities and challenges which must be met by performance rather than prediction. I can say, however, that I appreciate the sincere assurances of cooperation and support which its board of directors has expressed to me and I am confident that both the Mutual network and the stations affiliated with it will continue to improve the fine broadcasting service which they have been making available to their nation-wide radio audience.**

Mr. Kobak asserted:

> **I am delighted that my good friend Frank White has agreed to succeed me and I pledge him and the network my fullest cooperation. I believe that Mutual's solid foundation will be the base upon which it will grow to a dominant position. I plan to open an office as a business consultant and am delighted to have Mutual as my first client.**

All network officers below presidency were re-elected: E. M. Antrim, Chicago, secretary; James E. Wallen, New York, treasurer, controller and assistant secretary; Vice Presidents Z. C. Barnes, New York, in charge of sales; Robert A. Schmid, New York, in charge of program sales; A. A. Schechter, New York, in charge of news, special events and publicity; E. P. H. James, New York, in charge of advertising, promotion and research, and A. N. Hult, Chicago, in charge of Midwest operations; Engineering Director E. M. Johnson.

Board committee was named a few weeks ago to nominate successor for consideration at Friday's meeting [BROADCASTING, March 28].

Committee was composed of Messrs. Weiss, Streibert, and O'Neil, and Benedict Gimbel Jr., president of WIP Philadelphia.

Other directors are Mr. Antrim and Chesser Campbell of WGN Chicago; Willet H. Brown of Don Lee; J. E. Campeau of CKLW Windsor-Detroit; H. K. Carpenter of WHK Cleveland; J. R. Poppele of WOR New York, and Linus Travers of Yankee. Frank Schreiber of WGN was named to succeed Mr. Campbell. Others re-elected.

New Mutual president had been head of Columbia Records since January, 1948, and was member of board of CBS, which he formerly served as treasurer and vice president.

In innumerable labor-management dealings he has acquired reputation as one of industry's foremost negotiators.

The World's **BEST** *Customer...*

...1948
CASH INCOME
(Average)
$8,200.00

The "WOW-LAND" FARMER!

For ANY product you have to sell—the WOW-Land farmer is the best customer in the world! His cash farm income in 1948 was $8,200 (average). In the aggregate this makes WOW-land . . .

A $2.6 BILLION DOLLAR FARM MARKET . . .

OR . . . nearly 10 per cent of ALL the 1948 cash farm income in the U.S.A.

This is not a new situation. The past ten years have been the biggest farm income years in WOW-land history. And there are 317,000 farms in the area served by WOW—32% of all farms in Iowa, Nebraska, Minnesota, Kansas, Missouri and South Dakota. The $8,200 average cash income figure is conservative, because WOW-land includes the better-than-average farm areas in the states it serves.

A recent rural survey gives WOW a 34% share of audience at points 65 to 100 miles from Omaha. **It is the ONLY advertising medium that covers ALL this area.**

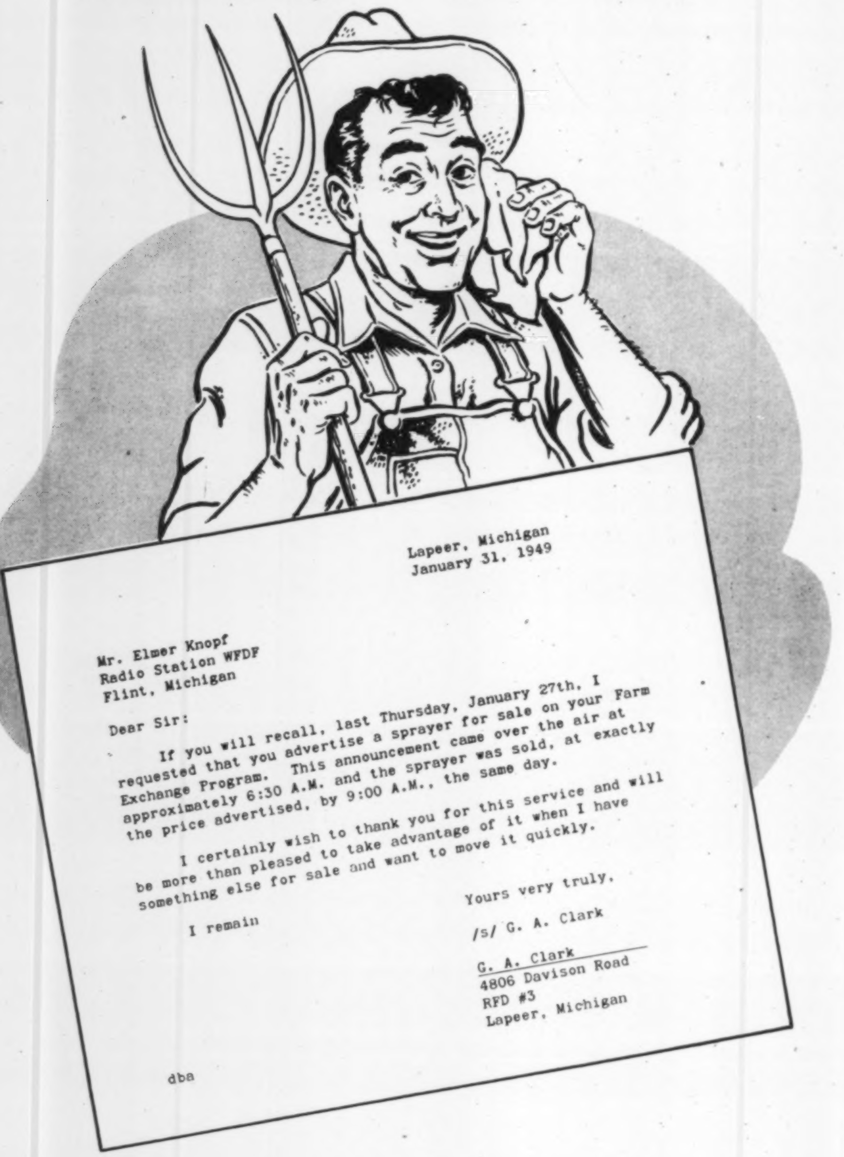
RADIO STATION
WOW *INC.*
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

TWENTY-SIX YEARS OF SERVICE IN THE *RICH* MISSOURI VALLEY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Goodbye Sprayer!



Lapeer, Michigan
January 31, 1949

Mr. Elmer Knopf
Radio Station WFDF
Flint, Michigan

Dear Sir:

If you will recall, last Thursday, January 27th, I requested that you advertise a sprayer for sale on your Farm Exchange Program. This announcement came over the air at approximately 6:30 A.M. and the sprayer was sold, at exactly the price advertised, by 9:00 A.M., the same day.

I certainly wish to thank you for this service and will be more than pleased to take advantage of it when I have something else for sale and want to move it quickly.

I remain

Yours very truly,

/s/ G. A. Clark

G. A. Clark
4806 Davison Road
RFD #3
Lapeer, Michigan

dba

P.S. . . . and we'd like to add, the buyer drove 30 miles on this winter's iciest day to pay $150.00 for Farmer Clark's sprayer! We're proud of the confidence rural buyers show in the sales messages they hear on their favorite station . . . WFDF, of course!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
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Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin 0775*

James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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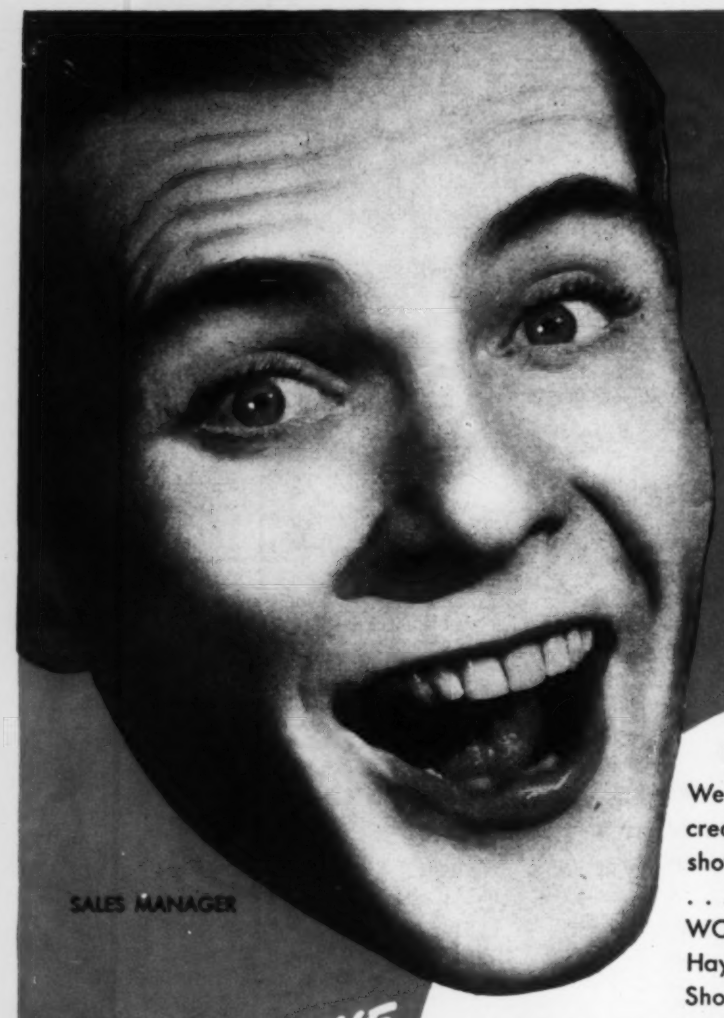
COMMERCIAL MANAGER
PROGRAM DIRECTOR
MR. SPONSOR
It's a great new WORLD LIBRARY!
DISC JOCKEY
TIME SALESMAN
STATION MANAGER
MAKE "WATCH WORLD" YOUR "WATCH WORD!"

WORLD's Spectacular N

pays off

AT THE CASH R


SALES MANAGER

SPECTACULAR NEW SHOWMANSHIP THAT MEANS INCREASED SPONSORSHIP!

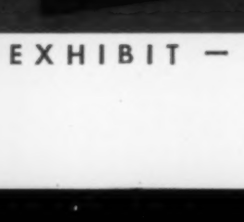
We're showing WORLD subscribers the better way to increased sales and sponsor satisfaction. New stars . . . new shows . . . new scripts . . . new promotions . . . new ideas . . . that mean ***NEW*** sponsors and ***MORE*** sponsors for WORLD stations! New, bigger, better shows like "The Dick Haymes Show," "The David Rose Show," "The Lyn Murray Show," "The Carmen Cavallaro Show," "Eddy Howard" and many more—all planned for COMMERCIAL SPONSORSHIP!

HERE'S THE 1ST OF THE GREAT SHOWS IN WORLD'S SENSATIONAL COMMERCIAL PLAN!

THE DICK HAYMES SHOW!

Terrific, power-packed brochures—on "The DICK HAYMES SHOW"—have already been sent to WORLD stations. These brochures tell your prospective national, local or regional sponsor how he can put this great, tailor-made, selling program to work immediately!

he's BIG in
he's TOPS in
he's TERRIFIC in
WORLD-Beating
THE DICK HAYMES SHOW


The DICK HAYMES SHOW
Promotion Portfolio
WORLD

This DICK HAYMES SHOW Promotional Portfolio shows your sponsor how he can make this program ring his cash register! It contains ad mats, star photos, newspaper articles, "teasers"—ready to go!

SEE WORLD'S GREAT EXHIBIT — N.A.B. CONVENTION — SUIT

New Commercial Plan

for you

REGISTER!

COMMERCIAL

...on 8 Great Counts!

1. **COMMERCIAL TALENT** . . . Stars your sponsors like because they sell . . . Sell . . . SELL!

2. **COMMERCIAL TIMING** . . . Each show timed "commercially." Each number timed to fit into its proper place!

3. **COMMERCIAL SCRIPTS** . . . Written like custom-built shows: Commercial lead-ins; open and closing sponsor identification against theme; provision for two full-length commercials inside the show!

4. **COMMERCIAL PRODUCTION AIDS** . . . As in The DICK HAYMES SHOW: Opening and closing themes by Dick Haymes; special voice tracks wherein Dick Haymes ties in with sponsor, introduces Helen Forrest, etc.

5. **COMMERCIAL BROCHURES** . . . Specifically designed to convince sponsors.

6. **COMMERCIAL PROMOTION AIDS** . . . Three sizes of ad-mats, photos, newspaper articles, "teasers"—ready to go!

7. **COMMERCIAL AUDITION DISCS** . . . So your sponsor can hear his show as it will sound on the air!

8. **SPECIAL COMMERCIAL DEPARTMENT** . . . To tell you where WORLD programs are sold—types of sponsors—Hooper ratings—success stories—to make it easier to sell your sponsor and keep him sold.

STATION MANAGER

"The Sponsored Library"

WORLD

PROGRAM SERVICE LIBRARY

WORLD BROADCASTING SYSTEM, INC.
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

500-501, HOTEL STEVENS, CHICAGO

WHAT CAN 5¢ BUY IN RADIO?

Thousands of women in the Milwaukee area will, this afternoon, be sitting at home, listening to their radios. Their dials will be set at 1290. They will be tuned to their favorite programs over WMLO.

If you were a WMLO advertiser, you would be telling your story to all of these women. It would have cost you exactly 5 cents per 127 listening homemakers.

Inexpensive? Of course. Good radio is always inexpensive. And effective. Which explains why so many of Milwaukee's leading retailers, so large a percentage of the nation's leading national advertisers, now use the facilities of WMLO to tell their story to the rich Milwaukee market.

The growth of WMLO has been phenomenal. Hooper reports that in all the United States their studies indicate only 15 of the 172 independent stations surveyed equal or exceed WMLO's audience.

Here in Milwaukee, Hooper says that the average audience tuned to WMLO every weekday afternoon is 46 per cent greater than the average for three of the four network stations serving this market. And, as for the three other independent outlets, WMLO's audience is 104 per cent greater than their average.

Brother, can you spare a nickel?

Jerry Sill

WMLO
MILWAUKEE
1000 WATTS ON 1290

Represented by Forjoe

Advance Registration, NAB Management Conference

ADVANCE registrations for the NAB Management Conference to be held April 11-13 at the Hotel Stevens, Chicago, follow (symbols are ST, Stevens; PH, Palmer House; B, Bismarck; BL, Blackstone; CO, Congress; D, Drake):

A

Adams, Rolland L., WGPA Bethlehem, Pa., ST.
Akerberg, Herbert V., Columbia Broadcasting System, New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Albinger, Albert R., WCOL Columbus, ST.
Aldridge, Mahlon R., Jr., KFRU Columbia, Mo., ST.
Albright, G. F., WKBV Richmond, Ind., CO.
Alexander, John, KODY North Platte, Neb., ST.
Allard, T. J., Canadian Assn. of Broadcasters
Allen, W. H., KALB Alexandria, La., ST.
Amor, Addison, NBC, New York, N. Y.
Arnoux, Campbell, WTAR Norfolk, Va., BL.
Asch, Leonard L., WPTR, Albany, N. Y.
Atkinson, John R., WHBU Anderson, Ind., ST.
Atlass, Leslie, WBBM Chicago
Autenrieth, Josiah W., Jr., WKAM Warsaw, Ind.
Avery, Lewis H., Avery-Knodel, Inc., New York, ST.
Axton, Bailey C., WREN Topeka

B

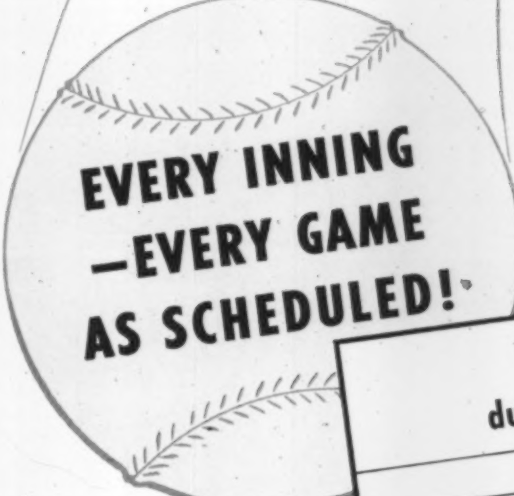
Bacus, Roy, WBAP Fort Worth
Baker, Philip M., Baker and Thompson, Washington, ST.
Baker, Ray, KOMO, Seattle
Baker, Roger M., WKBW Buffalo
Baker, R. R., WTRC Elkhart, Ind., ST.
Ballard, John, WLAP Lexington, Ky., ST.
Banks, Dolly, WHAT Philadelphia, ST.
Banks, William A., WHAT Philadelphia, ST.
Bannister, Harry, WWJ Detroit
Bare, John D., WHUR Hanover, Pa., ST.
Barnes, Maurice R., Barnes & Neilson, Washington
Barnes, Wade, NBC, New York
Barnhart, Charles, WMBD Peoria
Baskerville, Charles, WFLA Tampa
Beach, Thomas N., WTNB Birmingham, ST.
Beatty, J. Frank, BROADCASTING, Washington
Beaver, C. K., KTBS Shreveport, La.
Becker, Aurelia S., WTBO Cumberland, Md., ST.
Bellamy, O. R. "Jim," WPGH, Pittsburgh
Bennett, Sam H., KMBC Kansas City, Mo.
Berk, Roger G., WAKR Akron, ST.
Bernard, Joe, KOMA Oklahoma City, ST.
Bernstein, Fred L., WTTM Trenton
Beville, Hugh M., Jr., NBC, New York
Biddle, Richard B., WLAY Muscle Shoals, Ala., ST.
Bill, Edgar L., WMBD Peoria
Bills, R. D., WLBH Mattoon, Ill.
Bingham, George W., WKIP Poughkeepsie, N. Y.
Bixby, Tams, Jr., KBIX, Muskogee, Okla., BL.
Black, Elizabeth, The Joseph Katz Co., New York, ST.
Blackman, E. G., WLAC Nashville, ST.
Blair, John P., John Blair & Co., Chicago
Bloomquist, Carl, WDSM Superior, Wis., ST.
Bolling, George W., The Bolling Co., New York
Bolling, Robert H., The Bolling Co., Chicago
Bondurant, Hale, WJBC Bloomington, Ill., ST.
Bonebrake, Matthew H., KOCY Oklahoma City
Booth, John S., WCHA Chambersburg, Pa., ST.
Borland, R. D., WHK Cleveland, ST.
Bostick, M. N., KWTX Waco, Tex., ST.
Bowden, J. L., WKBN Youngstown, Ohio, ST.
Boyd, Gerald F., WPAY Portsmouth, Ohio
Brandt, Otto P., ABC, New York, ST.
Brechner, Joseph L., WGAY, Silver Spring, Md.
Breen, Edward, KVFD Fort Dodge, Iowa, ST.
Brennan, H. K., WHJB Pittsburgh
Bretherton, Thomas S., WTOL Toledo, ST.
Brett, G. W., The Katz Agency, Inc., New York, ST.
Brooks, Leslie R., Jr., WTJS Jackson, Tenn.
Brooks, W. Emmett, WEBJ Brewton, Ala., ST.
Brown, Carleton D., WTVL, Waterville, Me.
Brown, Julia, Compton Advertising, New York, BL.
Brown, Kenyon, KWFT, Wichita Falls, Tex.
Buchheit, John H., WHJB Pittsburgh
Buckalew, E. W., KNX Los Angeles
Buckley, Richard D., John Blair & Co., New York
Buford, Pat, KOCY Oklahoma City
Buning, John, WHOO Orlando, Fla., ST.
Bunker, Harry S.
Burgan, George L., WHDF Houghton, Mich., ST.
Burk, Sam A., KIRX Kirkville, Mo.
Burke, Charles G., KFGO Fargo, N. D., ST.
Burke, Harry, KFAB Omaha
Burkland, Carl, CBS, New York, ST.
Burnett, Richard Y., WSOO Sault Ste. Marie,, Mich.
Burow, Robert J., WDAN Danville, Ill.
Burrell, M. W., Collins Radio Co., Cedar Rapids, ST.
Burton, D. A., WLBC Muncie, Ind.
Burton, Robert, Broadcast Music, Inc., New York, ST.
Butler, Edward W., KBUN Bemidji, Minn., ST.
Byrne, Louis C., KVMA Magnolia, Ark.

C

Cagle, Gene L., KFJZ Fort Worth
Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington
Caley, Charles C., WMBD Peoria
Campbell, Dick, KOME, Tulsa., ST.
Campbell, Martin B., WFAA Dallas, ST.
Campbell, Wendell, KMOX St. Louis, ST.
Carpenter, James D., WKBB, Dubuque, Iowa, ST.
Carpenter, H. K., WHK Cleveland
Carpenter, Murray, WPOR Portland, Me.
Carpenter, Robert W., MBS New York
Carr, Eugene, WHBC Canton, Ohio, ST.
Carter, Harvey C., WMUR Manchester, N. H., ST.
Cartwright, William H., Edward Petry & Co., Inc., Detroit, ST.
Cash, Norman E., NBC, New York
Chandler, George Clarke, CJOR, Vancouver, B. C., ST.
Chapeau, Ted, WMBR Jacksonville, Fla.
Chapman, Jack B., KTSM El Paso, Tex., ST.
Chappell, Edward A., WKIP Poughkeepsie, N. Y.
Christal, Henry I., Edward Petry & Co., Inc., New York
Church, Arthur B., KMBC Kansas City, Mo.
Churchill, Clinton H., Dr., WKBW Buffalo, N. Y.
Clarkson, Robert J., Columbia Transcriptions, New York
Clay, Henry B., KWKH Shreveport, La., ST.
Cleghorn, John, WRBC Jackson, Miss., ST.
Cline, Neil, KTBS Shreveport, La.
Clochessy, Henry, Compton Advertising, Inc., New York, BL.
Clother, Howard, WEBR Buffalo
Cobb, Grover C., KVGB Great Bend, Kan., ST.
Cohn, Marcus, Cohn and Marks, Washington
Coleman, George D., WGBI Scranton, Pa., ST.
Coleson, Robert C., The Advertising Council, Inc., Hollywood, ST.
Coley, James L., WRFS Alexandria City, Ala., ST.
Collins, J. M., American Society of Composers, Authors and Publishers, New York
Conrad, Francis H., ABC, Hollywood
Coogan, Helen T., KVGB Great Bend, Kan., ST.
Coogan, James A., KVGB Great Bend, Kan., ST.
Cook, Charles R., WJPF Herrin, Ill., ST.
Cook, George R., WLS Chicago
Cook, Nathan W., WIBX Utica, N. Y., ST.
Coombs, Clyde F., KARM Fresno, Calif.
Covington, G. W., Jr . WCOV Montgomery, Ala.
Cox, James L., Broadcast Music Inc., New York, ST.
Craig, W. F., WLBC Muncie, Ind.
Cranston, George, WBAP, Fort Worth, BL.
Crecelius, Guy R., WGBF Evansville, Ind.
Cribb, Wayne W., KHMO Hannibal, Mo.
Crisler, Richard C., Transit Radio, Cincinnati
Crocker, William R., KDFC San Francisco, ST.
Croker, William J., Jr., KDEC Decorah, Iowa
Crooks, Elliott, Radio Inventions Inc., New York

(Continued on page 14)

WJW to broadcast CLEVELAND INDIANS BASEBALL GAMES AM/FM At Home and Away



A smash hit last year, with more firsts than ever before in the history of Cleveland radio, Cleveland's Chief Station is ready for another top-notch performance in '49. For advertisers who wish to reach and sell the great Ohio market, WJW is a "natural".

STATION RATINGS during the 1948 Baseball Season

	WJW	Network 2	Network 3	Network 4	5	6
WEEKDAY MORNINGS	34.3	20.9	24.3	7.9	10.5	1.3
WEEKDAY AFTERNOONS	25.1	23.7	19.5	12.3	13.2	2.1
EVENINGS	42.5	17.7	18.3	12.9	(9.3+)	1.9
SUNDAY AFTERNOON	70.1	9.1	5.9	9.5	3.9	0.2
SATURDAY DAYTIME	48.0	14.0	11.8	10.5	9.5	3.8
TOTAL RATINGS	40.9	18.2	17.3	11.6	(9.9+)	1.9

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

our ear is tuned to music . . .

OVER 1,200 ADVERTISERS DO BUY THESE

THE CAVALCADE OF MUSIC

The glamorous Cavalcade orchestra and chorus (40 pieces, 16 voices), directed by D'Artega, with top guest talent, viz: Dorsey, Anita Ellis, Carle, The Modernaires, Monroe, Tito Guizar, The Four Knights and others. A Lang-Worth "Production" show.
30 minutes—once weekly

DRIFTING ON A CLOUD

Dream-weaving by Lang-Worth's specialists in mellow-mooded music: The Modes Moderne string orchestra, Lang-Worth Dinner Music and the Salon Orchestra. Scripts written with easy lyric grace.
15 minutes—3 weekly.

AIRLANE MELODIES

The smart, "listening" music of the Airlane Trio. Featuring Ralph Prince on accordian, Al Yengo on Hammond organ and the boy himself, Tony Lane, on guitar.
15 minutes—3 weekly.

MIKE MYSTERIES

A smart musical show, incorporating a 2-minute mystery gimmick, written especially for Lang-Worth by Hollywood's John Evans ("HALO FOR SATAN", "HALO IN BLOOD", etc.). Music by Al "You Call Everybody Darling" Trace. A Lang-Worth "Production" show. *15 minutes—5 weekly.*

BLUE BARRON PRESENTS

One of radio's favorite dance bands, with the light-hearted "businessman's bounce" in a trim, well-balanced program package. A show that cuddles commercials like a mother's arms. *15 minutes—3 weekly.*

THROUGH THE LISTENING GLASS

"A Wonderland of Music," enchanted by the dynamic performance of Lang-Worth's "Silver Strings"—direction, Jack Shaindlin. The world's finest music . . . interpreted with grace and charm. Guest stars: Johnny Thompson, Joan Brooks, Eva Garza. A Lang-Worth "Production" show.
30 minutes—once weekly.

THE FOUR KNIGHTS

Radio's latest "network" success (on regular cast "Red Skelton Show"). Negro vocal quartette in a program of intimate memory tunes, current hits, novelty harmonies and rock-rhythm spirituals.
15 minutes—3 weekly.

KEYNOTES BY CARLE

Presenting . . . Frankie Carle's inimitable finger-tip magic in a couplet of old favorites.
5 minutes.

EMILE COTE GLEE CLUB

One of the most commercial units in radi today . . . 16 male voices and soloists . . with a repertory of more than 200 selectio of the world's best-loved songs. A Lan Worth "Production" show.
15 minutes—5 week

THE CONCERT HOUR

Its universal appeal is enhanced by t dignified interpretations of the celebrat Lang-Worth Symphony and Concert orch tras, directed by such outstanding cond tors as Howard Barlow, Erno Rapee a D'Artega. *30 minutes—once week*

.. but our eye is on the sponsor

it registers!

1. Good music captures listeners. 2. Listeners are potential buyers. Therefore . . .

Lang-Worth Musical Shows do hypo sales!

Over 1200 Advertisers endorse the Lang-Worth Service. 118 artists and groups provide more than 6000* musical selections, along with special programs based on smart ideas, and produced with know-how and showmanship.

Whether it's for the masses or the classes, Lang-Worth has the talent to put your product over...with sales-tested "network calibre programs at local station cost."

**The 6000 selections cover every classification of musical entertainment necessary for good radio programming; mood music and special production aids in abundance—name dance bands—symphony, light concert and salon music—mixed chorus, male glee club, novelty vocal groups—instrumental novelties—pipe organ—military bands—church music—Hawaiian, Latin-American, Hill-billy and Western groups—song stylists and instrumental soloists—a total of 118 artists and groups.*

LANG-WORTH NAB Convention Headquarters:
Rooms 512A-513A

LANG-WORTH SHOWS EVERY DAY—EVERY WEEK!

MEET THE BAND

The cream of the Lang-Worth Dance Band section: Dorsey, Monroe, Carle, Barnet, Morgan, Basie, Fields, Clinton, Pastor, Mooney, Thornhill and others. Includes entertaining information on the "lives and works" of America's leading bandsmen.

30 minutes—5 weekly.

PIPES OF MELODY

The famous Lew White, performing at New York's Paramount Theatre pipe organ and Bertrand Hirsch and his Magic Violin in a program of relaxing melodies . . . current and memory.

15 minutes—3 weekly.

RIDERS OF THE PURPLE SAGE

A quarter hour in the cowboy's West with radio's top saddle singers and Republic picture stars, Foy Willing and the Riders of the Purple Sage. Homespun copy in a musical setting of wide open spaces.

15 minutes—3 weekly.

SALON SERENADE

Strictly for listening, day dreaming or background for the dinner table. Features all Lang-Worth string ensembles in smooth flowing music that lends friendly atmosphere to any scene.

30 minutes—5 weekly.

YOUR COMMUNITY CHAPEL

Leonard Stokes, the surpliced choir and pipe-organ offering the ageless songs of the Church . . . with appropriate script.

15 minutes—once weekly.

ORGAN INTERLUDES

A brief interlude at the organ . . . with Hugh Waddill . . . favorite of thousands of listeners.

5 minutes.

REMEMBER WHEN

On a memory train with [illegible] picturesque post card glimpses of the past. Features The Ambassadors, [illegible] directed [illegible] with vocals by [illegible] The Music [illegible]. A Lang-Worth Production show. *15 minutes—5 weekly.*

TIME FOR 3/4 TIME

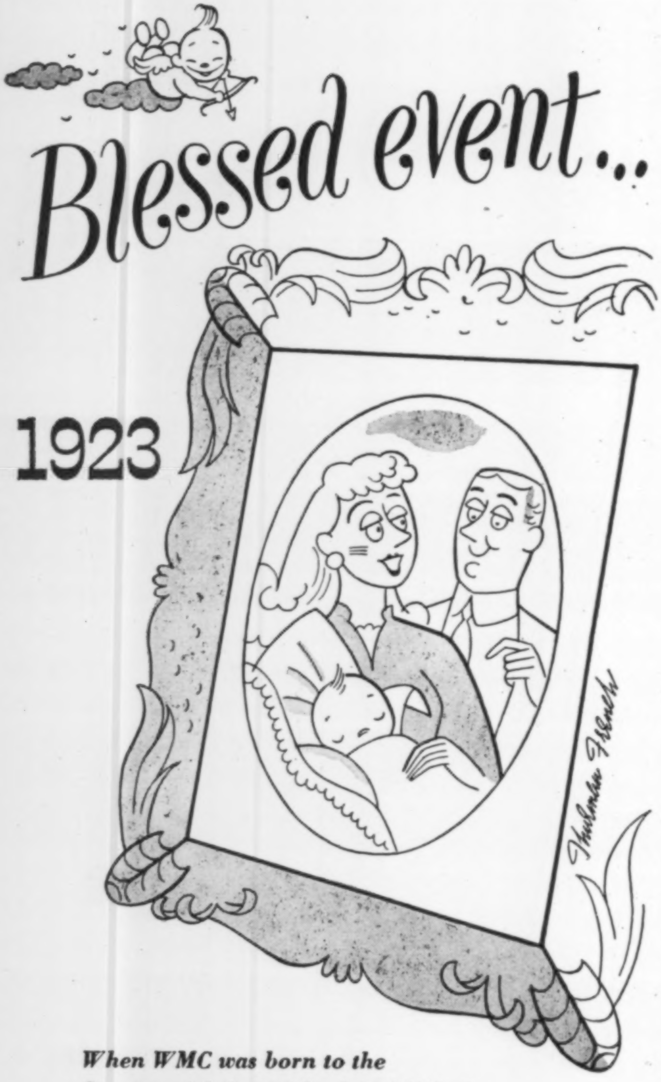
Yesterday and today . . . translated into three-quarter time via the loveliest waltzes in the Lang-Worth Library.

15 minutes—3 weekly.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL · 113 WEST 57th STREET · NEW YORK 19, N. Y.



When WMC was born to the Commercial Appeal back in 1923, the Memphis NBC outlet fell heir to all the prestige and dignity that comes with one hundred and nine years of loyal and faithful service to the people of Memphis and the Mid-South. What a blessed event!— for you—the advertiser, and the 499,379 radio families who await your message!

WMC NBC • 5000 Watts • 790

WMCF 50 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

Advance Registration, NAB Management Conference

(Continued from page 10)

Crowther, Frank, WMAZ Macon, Ga., ST.
Crutchfield, Charles H., WBT Charlotte, N. C.
Curtis, James R., KFRO Longview, Tex., ST.

D

Dabadie, Roy., WJBO Baton Rouge, La.
Dahl, Howard, WKBH La Crosse, Wis., ST.
Danforth, Harold P., WDBO Orlando, Fla., ST.
Davis, Donald D., WHB Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davison, Walter B., Capitol Records, Inc., Hollywood
Dean, Robert J., KOTA Rapid City, S. D.
Dennis, Walter L., Allied Stores Corp., New York, ST.
deRussy, John S., NBC, New York
Dewing, Harold L., WCVS Springfield, Ill.
DeWitt, John H. Jr., WSM Nashville, Tenn., ST.
Dibble, Murial, Compton Advertising Inc., New York, ST.
Diehm, Victor C., WAZL, Hazleton, Pa.
Dillon, Robert, KRNT Des Moines, BL.
Dirks, Dietrich, KTRI Sioux City, Iowa
Dolberg, Glenn, Broadcast Music, Inc., New York, ST.
Donato, Nat V., C. P. MacGregor, Hollywood
Dorrell, W. Ward, C. E. Hooper, Inc., New York
Draughon, Jack M., WSIX Nashville
Draughon, Louis R., WSIX Nashville
Dumm, Robert W., KNOE Monroe, La., ST.
Dunn, Wallace R., KGLC Miami, Okla.
Dunning, Richard O., KHQ Spokane
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington
Duvall, T. W., KGBX Springfield, Mo., ST.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin and Ellis, Washington
Edouarde, Wm. Doty, Badger and Browning & Hersey, Inc., New York, ST.
Edwards, Wilbur, WEEI, Boston, ST.
Eggleston, J. C., WMC Memphis
Elias, Don S., WWNC Asheville, N. C.
Elias, Mrs. Don S., WWNC, Asheville, N. C.
Elliott, Paul, KRNT Des Moines
Ellis, Girard D., Columbia Transcriptions, Chicago
Engelbrecht, John A., WIKY Evansville, Ind., ST.
Enoch, Robert D., KTOK Oklahoma City, ST.
Eppel, Ray, KMHK Mitchell, S. D., ST.
Esau, John, KTUL Tulsa, ST.
Etter, Lester P., WLBR Lebanon, Pa., ST.
Evans, Charles, Transcription Sales, Inc., Springfield, Ohio
Evans, Ralph, WHO Des Moines
Evans, C. Richard, KSL Salt Lake City, ST.
Evans, T. L., KCMO Kansas City, Mo., ST.
Everson, Carl M., WHKC Columbus, Ohio, ST.

F

Fairbanks, R. M., WIBC Indianapolis
Fantle, S., Jr., KELO Sioux Falls, S. D.
Fast, H. E., WKRC Cincinnati
Faught, Dr. Willard C., The Faught Co., Inc., New York, BL.
Faulkner, Frank, WBBM Chicago
Fay, William, WHAM Rochester, N. Y., ST.
Fehlman, Robert, WHBC, Canton, Ohio, ST.
Fellows, Harold, WEEI, Boston, Mass., ST.
Feltis, Hugh M., Broadcast Measurement Bureau, New York
Ferguson, Robert W., WTRF Bellaire, Ohio, BL.
Fetzer, John E., WKZO-WJEF Kalamazoo, Mich.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Washington, PH.
Fitzsimmons, E. J., Weed & Company, New York
Fitzgerald, Edward R., J. Walter Thompson Co., Chicago
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flanagan, T. F., Natl. Assn. of Radio Station Representatives, New York
Flenniken, James M., WCAW, Charleston, W. Va.
Fletcher, Earle, KGVL Greenville, Tex.

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; CO—Congress; BL—Blackstone.

Fletcher, Frank U., WARL Washington, ST.
Fletcher, Henry H., KSEI Pocatello, Ida., ST.
Flinn, W. F., KRJF Miles City, Mont., ST.
Florance, Herbert C., KDFC San Francisco, ST.
Fly, James Lawrence, Fly, Fitts and Shuebruk, New York, PH.
Ford, Leta, KEPO El Paso, Tex., ST.
Foster, Ralph D., KWTO Springfield, Mo., ST.
Frazier, Howard S., Frazier & Peter, Washington, ST.
Freburg, Charles, WOC, Davenport, Iowa, ST.
Frech, Ed J., KFRE Fresno, Calif.
Freeman, A. F. P., Canadian Assn. of Broadcasters, Toronto, Ont.
Freeman, Charles M., WLS Chicago
Friedheim, Robert, Frederic W. Ziv Co., New York, ST.
Frudeger, Robert W., WGIL Galesburg, Ill., ST.
Fry, Paul R., KBON Omaha, CO.
Fuller, Charles A., WBET Brockton, Mass., ST.
Fulton, Harold W., WHO Des Moines, ST.
Fuson, James W., Jr., WDZ Tuscola, Ill., ST.

G

Gamble, Edmund R., WBTA Batavia, N. Y.
Gammons, Earl, WTOP Washington, ST.
Ganzenhuber, John H., Western Electric Co., New York, ST.
Gentling, G. D., KROC Rochester, Minn.
George, Abner H., KOTA Rapid City, S. D.
George, Carl E., WGAR Cleveland
Gilbert, Galen O., KGER-KOMB Long Beach, Calif.
Gilbert, Miss Jan, Harold Cabot & Co., Inc., Boston, ST.
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington
Gillin, John J. Jr., WOW Omaha
Girard, Paul, KEPO El Paso, Tex., ST.
Gittinger, W. C., Columbia Broadcasting System, New York
Gluck, E. J., WSOC Charlotte, N. C., ST.
Goan, Walter H., WAYS, Charlotte, N. C., ST.
Goddard, Fred G., KXRO Aberdeen, Wash.
Goldman, Harry L., WROW Albany, N. Y., ST .
Goldman, Paul H., KSYL Alexandria, La., ST.
Goldman, Simon, WJTN Jamestown, N. Y., ST.
Golliday, C. Leslie, WEPN Martinsburg, W. Va., ST.
Goodin, Lloyd A., KRUS Ruston, La.
Gordon, James E., WNOE New Orleans, BL.
Gordon, K. S., KDTH Dubuque, Iowa
Graham, A. W., WARC Rochester, N. Y.
Gray, Gordon, WIP Philadelphia
Green, J. A., Collins Radio Co., Cedar Rapids, ST.
Greenebaum, Milton L., WSAM Saginaw, Mich, ST.
Griffin, John, KTUL, Tulsa, ST.
Griffin, Lloyd, Free & Peters, Inc., Chicago
Grove, Wm. C., KFBC Cheyenne, Wyo., PH.
Gullickson, Charles H., WDXB Chattanooga, Tenn.
Gunst, G. H., Katz Agency, Chicago
Gunzendorfer, Wilton, KROW Oakland, Calif.
Guyer, R. Sanford, WBTM Danville, Va., ST.

H

Haas, Julian, KARK Little Rock, Ark., ST.
Hackathorn, K. K., WHK Cleveland, ST.
Hagan, J. A., WWNC Asheville, N. C.
Hager, Kolin, SESAC, Inc., New York, ST.
Hahn, George R., KSOO Sioux Falls, S. D.
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington
Hall, Edward E., Columbia Broadcasting System, New York
Hancock, Paul M., National Broadcasting Company, New York
Hanna, Michael Richard, WHCU Ithaca, N. Y., ST.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo., ST.
Hanssen, John F., WCRO Johnstown, Pa., ST.
Hards, Joseph F., London Library Service, New York, ST.
Hardy, Ralph W., KSL Salt Lake City, ST.
Harlow, Ralph, Broadcast Music, Inc., New York, ST.

(Continued on page 16)

Our Mr. Jamison sums it up...

Mr. Jamison (always a fine orator) was recently asked to make a short speech at a sales convention. Naturally the subject he chose was Spot Broadcasting and the function of the station representative in it.

"Gentlemen," said Jamison in part, "Spot Broadcasting is the form of advertising which should probably interest you the most. For it approaches the great American consumer in much the same way that you do... on a market-by-market basis, with the object of producing local sales. Because of this selectivity, Spot is surely one of the most profitable, flexible and economical media ever developed.

"I must tell you also that the correct use of Spot is a very complex proposition... with hundreds of markets throughout the country and thousands of stations that reach them. That is why firms of station representatives are in business.

"One of the most distinguished of these firms—I might add—is my own employer, Weed and Company. Today, through diligence, application and expert ability, we are doing more business for all of our clients... and helping them make more money... than ever before."

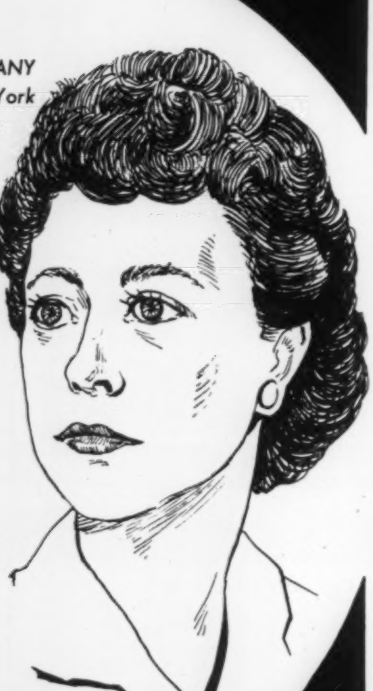
Mr. Jamison's remarks were so well received we thought we'd pass them along from one convention to another.

WEED
COMPANY
hirsch

Weed
and company

radio and television
station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood



The Patroon* of the week

LINNEA NELSON

Chief Time Buyer,
J. WALTER THOMPSON COMPANY
New York

In her twenty years with JWT, "Lin" has earned a nation-wide reputation as an authority on radio research, a booster for radio in all its forms, an interesting lecturer, and a member of the BMB Board and NAB and AAAA Committees. Today the William G. Rambeau rep adds to her laurels a membership in the Patroons and a tract of land in the heart of Patroonland.

**PATROON Aristocratic Landholder of the Hudson Valley*

The Fact of the week

Soon no station in the nation more powerful than WPTR!

Buy choice availabilities NOW and enjoy pleasant low rates for 52 weeks.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Advance Registration, NAB Management Conference

(Continued from page 14)

Harkrader, John W., WDBJ Roanoke, Va.
Harpole, W. J., KVOP Plainview, Tex., ST.
Harre, Arthur F., WJJD, Chicago, Ill.
Harris, Jack, KPRC Houston, Tex.
Harris, John P., KIMV-FM Hutchinson, Kan.
Harris, L. Paul, WLBH Mattoon, Ill.
Harris, Wiley P., WJDX Jackson, Miss., PH.
Harrison, Gerald, WMAS Cambridge, Mass., ST.
Hartenbower, E. K., KCMO Kansas City, Mo.
Haselman, A., Communications Products Co., Inc., Keyport, N. J., ST.
Hathaway, Neal, Columbia Broadcasting System, New York, ST.
Haverlin, Carl, Broadcast Music, Inc., New York
Hawkins, Ewing B., WILM Wilmington, Del., ST.
Hayes, Arthur Hull, KQW, San Francisco
Hayes, John S., WTOP Washington, ST.
Haymond, Carl E., KMO Tacoma
Haymond, Dexter, KMO, Tacoma
Hearin, W. J., Jr., WABB Mobile, Ala.
Hedger, William S., WNBC New York
Heller, C. B., WIMA Lima, Ohio
Henkin, Morton H., KSOO Sioux Falls, S. D.
Henshel, Harry D., WOV New York, ST
Herman, A. M., WBAP Fort Worth, Tex., ST.
Hickox, S. B., Jr., National Broadcasting Company, New York
Hicks, Mrs. Evelyn Stafford, WTNB Birmingham, Ala.
Higgins, George J., WISH Indianapolis, ST.
Higgins, Hugh N. P., WMOA Marietta, Ohio, PH.
Higgins, J. M., WTHI Terre Haute, Ind.
Hill, E. E., WTAG Worcester, Mass.
Hirsch, Norman F., Robert Kahn & Assoc., Chicago
Hirsch, Oscar C., KFVS Cape Girardeau, Mo., ST.
Hoberman, Ben, WDET-FM, Detroit, ST.
Hoffman, H. J., Machlett Laboratories, Springdale, Conn.
Hoffman, Karl B., WGR Buffalo, ST.
Hoffman, Phil, WOL Washington, CO.
Hogg, John L. KOY Phoenix
Holbrook, Charles S. WMOU Berlin, N. H., ST.
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa, ST.
Holt, Thad, WAPI Birmingham, Ala.
Holznecht, Glen R., WJPG Green Bay, Wis., ST.
Honea, B. N., WBAP Fort Worth
Hook, H. B. "Hank", KGLO, Mason City, Iowa
Hooper, C. E., C. E. Hooper, Inc., New York
Hopkins, James, WHRV Detroit
Hoskins, Cecil B., WWNC, Ashville, N. C.
Hough, Harold, WBAP Fort Worth
Howard, Rex G., American Radio Publications, Inc., Peoria, Ill.
Howe, James L., WCTC New Brunswick, N. J., ST.
Howell, Rex, KFXJ Grand Junction, Colo., ST.
Huber, Mike, KTRI Sioux City, Iowa
Humbert, Bill, KVMA Magnolia, Ark.
Huss, J. W., WJMS Ironwood, Mich.
Huth, Paul, Procter & Gamble Co., Cincinnati
Hyle, John F., Transcription Sales, Inc., Springfield, Ohio
Hymes, John D., WLAN Lancaster, Pa.
Hynes, Edward G., Jr., C. E. Hooper, Inc., New York

J

Jackson, Aubrey, KGNC Amarillo, Tex., ST.
Jackson, A. H., Blaw-Knox Company, Pittsburgh, ST.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, K. A., SESAC, Inc., New York, ST.
Jahncke, Ernest Lee, Jr., American Broadcasting Co., New York
Jameson, Guilford, Federal Communications Bar Assn., Washington
Jarman, J. Frank, WDNC Durham, N. C., ST.
Jasper, Bernard, W C S I Columbus, Ind.
Jayne, Dan E., WELL Battle Creek, Mich., ST.
Jeffrey, John Carl, WIOU Kokomo, Ind., ST.
Jeffrey, Mrs. Mildred, WDET-FM Detroit, ST.
Jensen, Ray V., KSAI Salina, Kan., ST.
Johnson, Albert D., KOY Phoenix, ST.
Johnson, B. Ed, WRLB Columbus, Ga.
Johnson, E. M., Mutual Broadcasting System, New York
Johnson, Howard A., WIBA Madison, Wis.
Johnson, Les, WHBF Rock Island, ST.
Johnson, Mott M., KWFT Wichita Falls, Tex.
Johnston, George W., SESAC, Inc., New York, ST.
Johnston, Henry P., WSGN Birmingham, Ala., ST.
Johnstone, G. W., Natl. Assn. of Manufacturers, New York
Jones, Merle, WCCO Minneapolis, ST.
Jones, Ruth, Benton & Bowles, Inc., New York, BL.
Jordan, Charles B., KFJZ Fort Worth
Jordan, Ray P., WDBJ Roanoke, Va., ST.
Joyce, Wm. W., Katz Agency, Chicago

K

Kaney, A. W., National Broadcasting Co., Chicago
Kapner, Leonard, WCAE Pittsburgh, ST.
Karns, Adna, Transcription Sales, Inc., Springfield, Ohio
Karol, John, Columbia Broadcasting System, New York
Katz, Oscar, Columbia Broadcasting System, New York, ST.
Kayne, Sydney, Broadcast Music, Inc., New York, ST.
Keefe, Jerry, WFJL Chicago
Kelchner, O. J. WKNX Saginaw, Mich., ST.
Keller, Bob, Robert S. Keller, Inc., New York, ST.
Kelley, Boyd, KTRN Wichita Falls, Tex.
Kelley, Gaines, WFMY (FM) Greensboro, N. C., ST.
Kelly, Don, WBBM, Chicago
Kelly, Frank W., WBEN Buffalo, ST.
Kemp, Frank, Compton Advertising, New York, BL.
Kempkes, David J., KIHO Sioux Falls, S. D., B.
Kendal, John W., KWWB Walla Walla, Wash., ST.
Kenkel, Fred H., C. E. Hooper, Inc., New York
Kennon, Leslie L., KWTO Springfield, Mo., ST.
Kercher, George A., Edward Petry & Co., Inc., St. Louis, ST.
Kern, George, Benton & Bowles, Inc., New York, BL.
Kerrigan, John F., WHO Des Moines, Iowa, ST.
Keyworth, J. Gordon, WMMB North Adams, Mass.
Kibler, Milton J., Milton J. Kibler (law office), Washington, ST.
Killgore, H. S., Collins Radio Co., Cedar Rapids, Iowa, ST.
King, Cy, WEBR Buffalo, ST.
King, Frank, WMBR Jacksonville, Fla., ST.
King, Peter J. S., SESAC, Inc., New York, ST.
King, Rex, KIJV Huron, S. D.
Kinney, Gordon C., The Advertising Council, Inc., New York, ST.
Kirby, Joseph B., WKRS Waukegan, Ill.
Kline, Willard L., KEPO El Paso, ST.
Knight, Norman, Mutual Broadcasting System, New York
Knodel, J. W., Avery-Knodel, Inc., Chicago
Kobak, Edgar, Mutual Broadcasting System, New York
Koehler, Frank E., WROV Roanoke, Va., ST.
Koelker, A. J., American Broadcasting Co., Chicago
Koenig, Albert A., KOIL-KFOR Lincoln, Neb., PH.
Korsmyer, E. J. WLDS Jacksonville, Ill., ST.
Krelstein, Harold R., WMPS Memphis
Krueger, Herbert L., WTAG Worcester, ST.
Kutsch, W. J., WMMJ Peoria, Ill.
Kynaston, Don D., WMBD Peoria, Ill., ST.

L

Lahr, Robert T., WSAR Fall River, Mass.
Laird, Ben A., WDUZ Green Bay, Wis.
La Marque, James W., Graybar Electric Co. Inc., New York, ST.
Lancaster, W. H., WJHL Johnson City, Tenn., ST.
Land, Thomas S., WROY Carmi, Ill.
Landis, DeWitt, KFYO Lubbock, Tex., ST.
Landreth, Ellis, WBRW Welch, W. Va., ST.
Lane, C. Howard, WJJD Chicago
Langley, Cortlandt J., Broadcast Measurement Bureau, New York
Langlois, C. O., Lang-Worth Feature Programs, Inc., New York, ST.

(Continued on page 20)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; CO-Congress; BL-Blackstone.

KRNT OUT-HOOPERS *all* DES MOINES STATIONS

RIVER
GRAYS LAKE

HOOPER STATION LISTENING INDEX

CITY ZONE: DES MOINES, IOWA — MONTHS: JANUARY FEBRUARY, 1949

SHARE OF AUDIENCE

TIME	KRNT & KRNT-FM	Station B	Station C	Station D	Station E	Station F
MONDAY Thru FRIDAY 8 A.M.-12 NOON	**42.2**	4.3	4.3	20.8	3.9	22.3
MONDAY Thru FRIDAY 12 NOON-6 P.M.	**44.6**	6.9	3.6	10.1	2.9	30.3
SUNDAY Thru SATURDAY 6-10 P.M.	**27.7**	5.7	4.8	23.4	4.7	33.2
SUNDAY 12 NOON-6 P.M.	**21.1**	20.7	14.6	11.5	9.9	19.5
SATURDAY 8:00 A.M.-6:00 P.M.	**29.0**	8.2	6.4	20.7	14.4	19.3
TOTAL RATED TIME PERIODS	**34.6**	**6.9**	**5.1**	**18.3**	**5.1**	**28.6**

KRNT

DES MOINES

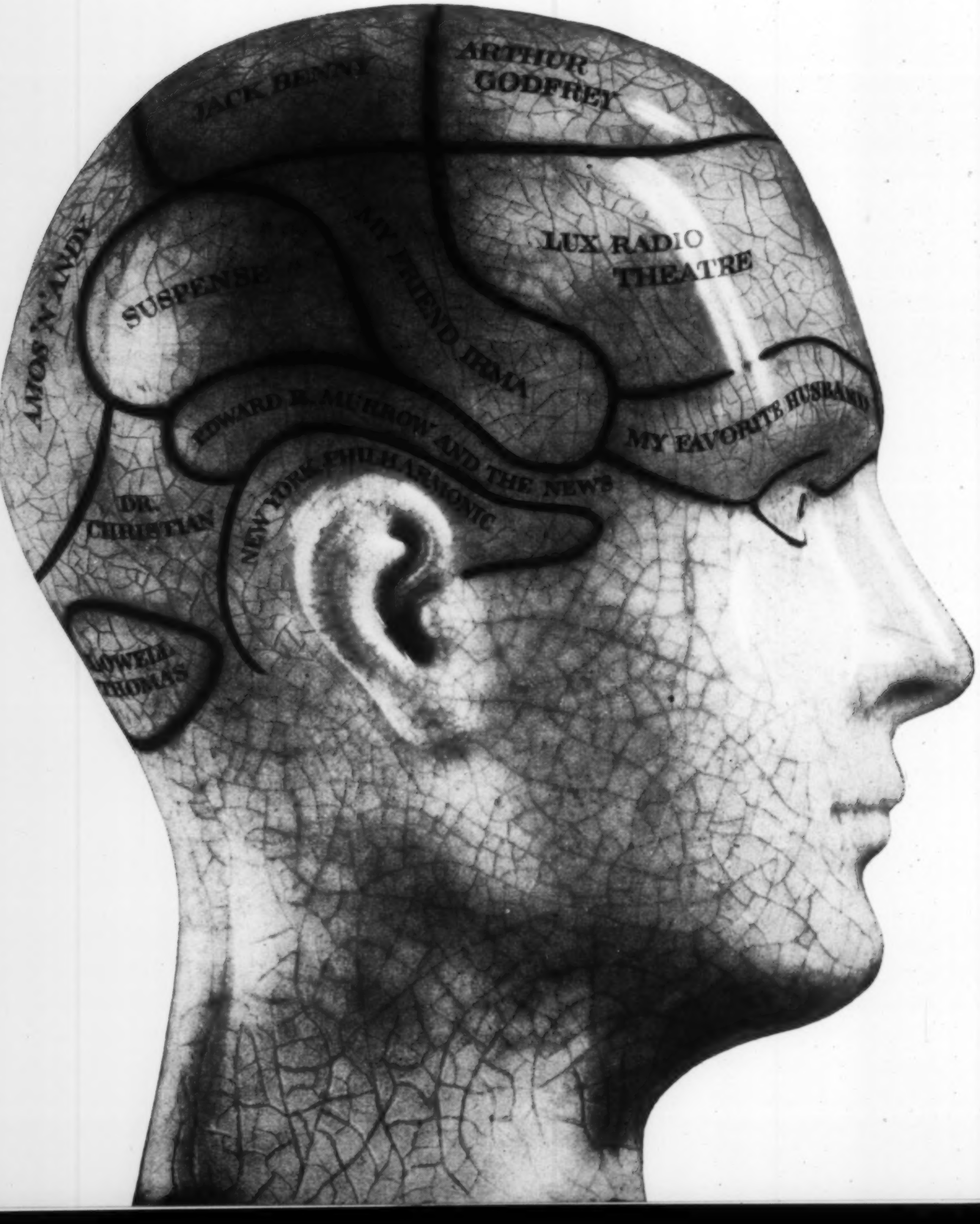
THE REGISTER AND TRIBUNE STATION

FOR **OBVIOUS** REASONS,
BUY KRNT . . .

**That Very Highly Hooperated,
Sales Results Premeditated,
ABC Affiliated
Station in Des Moines**

Represented by the Katz Agency

INSIDE



JACK BENNY
ARTHUR GODFREY
AMOS 'N' ANDY
SUSPENSE
MY FRIEND IRMA
LUX RADIO THEATRE
EDWARD R. MURROW AND THE NEWS
MY FAVORITE HUSBAND
DR. CHRISTIAN
NEW YORK PHILHARMONIC
LOWELL THOMAS

U.S.A.

In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio...strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

—by *inventing* great package programs like "Suspense" and "My Friend Irma";

—by "*showcasing*" great programs like the Philharmonic;

—by *developing* great personalities like Godfrey;

—by *securing* them, like Benny and Amos 'n' Andy.

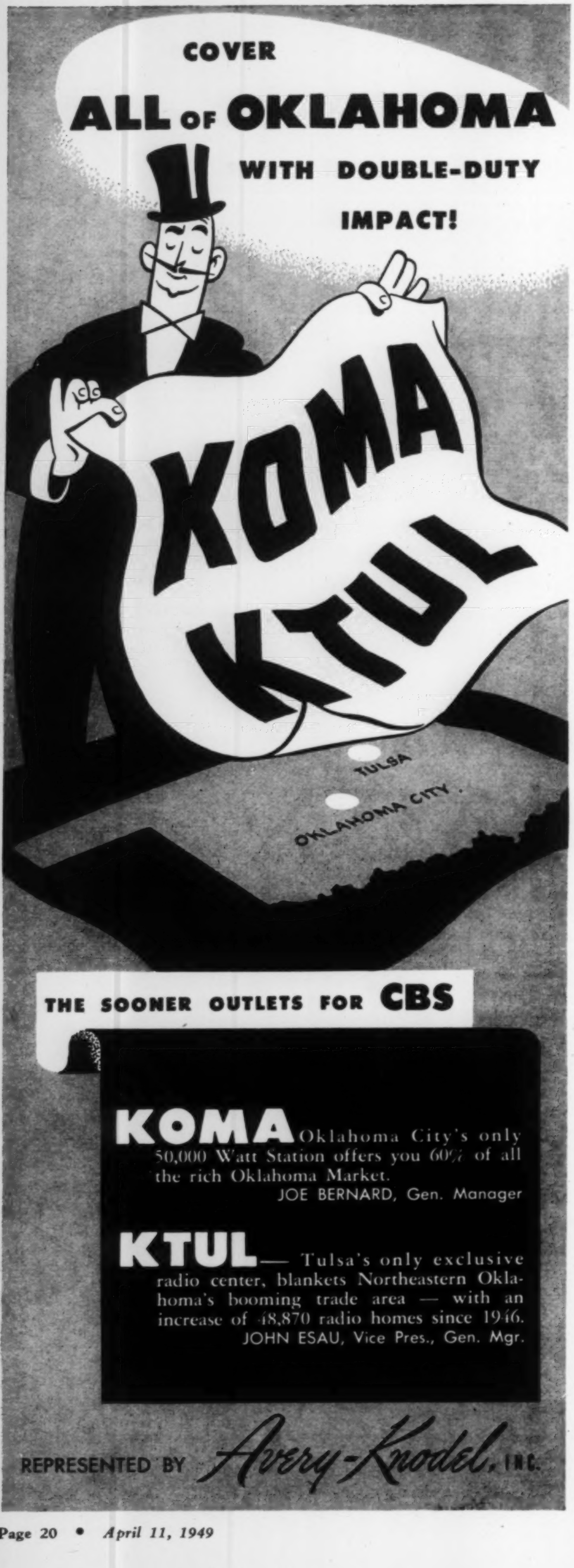
Invention...showmanship...initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.

If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

CBS



COVER ALL OF OKLAHOMA WITH DOUBLE-DUTY IMPACT!

THE SOONER OUTLETS FOR CBS

KOMA Oklahoma City's only 50,000 Watt Station offers you 60% of all the rich Oklahoma Market.
JOE BERNARD, Gen. Manager

KTUL— Tulsa's only exclusive radio center, blankets Northeastern Oklahoma's booming trade area — with an increase of 48,870 radio homes since 1946.
JOHN ESAU, Vice Pres., Gen. Mgr.

REPRESENTED BY Avery-Knodel, INC.

Advance Registration, NAB Management Conference

(Continued from page 16)

Laskey, Phillip G., KSFO-KPIX San Francisco, ST.
Laubengayer, R. J., KSAL Salina, Kan.
Lawton, Sherman P., University of Oklahoma, Norman, Okla., ST.
Leake, James C., KTUL Tulsa, ST.
Leich, Martin L., WGBF Evansville, Ind., BL.
Le Poiderin, Harry R., WRJH Racine, Wis.
Lewis, Miss Era, KGNC Amarillo, ST.
Linder, H. W., KWLM Willmar, Minn., ST.
Lindow, Lester W., WFDF Flint
Lindsay, Merrill, WSOY Decatur, Ill.
Little, Lee, KTUC Tucson, BL.
Livesay, J. R., WLBH Mattoon, Ill.
Locke, C. B., KFDM Beaumont
Lodge, William B., Columbia Broadcasting System, New York
London, Howard J., Nat'l Foundation for Infantile Paralysis, New York
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington
Lown, Bert, Associated Program Service, New York
Loyet, Paul A., WHO Des Moines, ST.
Luce, James O., Jr., J. Walter Thompson Co., New York, ST.
Lucy, Calvin T., WRVA Richmond, Va.
Lyford, E. B., National Broadcasting Co., New York
Lyons, J. C., Wood & Co., New York

M

MacLeod, E. F., WGGA, Gainesville, Ga., ST.
McAllister, Bert, K R P L Moscow, Idaho, ST.
McAlister, R. B., KICA Clovis, N. M., ST.
McAndrew, William R., WRC Washington, ST.
McClure, Kenneth N., WTYC Rock Hill, S. C., ST.
McClure, J. Warren, KILO Grand Forks, N. D.
McConnell, C. Bruce, WHBU Anderson, Ind.
McConnell, James V., NBC, New York
McConnell, R. B., WHBU Anderson, Ind.
McCormick, John, WTAM Cleveland, Ohio
McCoy, Arthur, Avery-Knodel Inc.
McCracken, Arthur, WGPA Bethlehem, Pa., ST.
McCullough, Tom, W M B M Miami Beach, ST.
McCurnin, L. L., KAUS Austin, Minn., ST.
McDermott, G. B., KBUR Burlington, Iowa, ST.
McDonald, Joseph A., American Broadcasting Co., New York
McDonald, Patt, WHHM Memphis, ST.
McGovern, S. H., KSO Des Moines
McIntosh, Robert J., WJPS Evansville, Ind., ST.
McKay, Robert Martin, Jr., WKRM Columbia, Tenn.
McKellar, Ellar J., KVOX Moorhead, Minn., ST.
McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington
McKenna, Mary, Benton & Bowles, New York
McMurry, Emmet H., WJPR Greenville, Miss., ST.
McNally, W. J., WTCN Minneapolis
McRaney, Bob, WCBI Columbus, Miss., ST.
McTigue, Harry, WINN Louisville, ST.
Mack, R. W., WIMA Lima, Ohio, ST.
Mackall, Robert B., WFMJ Youngstown Ohio, ST.
Major, John S., WREN Topeka, ST.
Manship, Douglas L., WJBO Baton Rouge, La., ST.
Marget, Manuel M., KVOX Moorhead, Minn., ST.
Margraf, Gustav B., National Broadcasting Co., New York
Mark, S. Carl, WTTM Trenton, ST.
Marks, Leonard H., Cohn and Marks, Washington
Marlin, Al, Broadcast Music Inc., New York, ST.
Marquardt, Maynard, Frederic W., Ziv Co., Hollywood, ST.
Martin, Thomas E., WRUN Utica, N. Y., ST.
Mason, Robert T., WMRN Marion, Ohio
Mathews, Joseph, WJJJ Montgomery, Ala.
Mattaway, I., Radio Television Publicity Corp., Chicago
Matthews, Joseph B., WIRK West Palm Beach
Mauldin, W. D., KPAC Port Arthur, Tex., ST.
May, Edward W., KMA Shenandoah, Iowa, ST.
Mayo, Alice P., KLER Rochester, Minn.
Meagher, John F., KYSM Mankato, Minn.
Megargee, Miss M. A., WGBI Scranton, Pa.
Mergargee, Mrs. M. E., WGBI Scranton, Pa.
Meighan, Howard, Columbia Broadcasting System, New York
Metzger, Tom, WMRF Lewiston, Pa.
Meyer, Al G., KMYR Denver, ST.
Meyer, Harold H., WXKW Albany, N. Y.
Meyer, F. Richard III, Stewart-Warner Corp., Chicago
Midgley, C. E., Columbia Broadcasting System, New York
Milbourne, L. Waters, WCAO Baltimore, Md.
Millen, Paul E., KFJB Marshalltown, Iowa
Miller, L. A. "Jiggs", KFAB Omaha, ST.
Miller, Neville, Miller & Schroeder, Washington, ST.
Mitchell, L. S., WDAE Tampa
Moore, Wm. I., WBNX New York, SH.
Moren, Jim, WJSW Altoona, Pa.
Morency, Paul W., WTIC Hartford, Conn.
Morgan, George B., KLO Ogden, Utah
Morgans, T. J., Jr., KIJV Huron, S. D.
Moroney, James M., WFAA Dallas
Morrill, Harold B., WLAW Lawrence, Mass., ST.
Morton, J. Archie, KJR Seattle.
Mosby, A. J., KGVO Missoula, Mont., ST.
Moss, C. G., WLTR Bloomsburg, Pa., ST.
Mott, Harold E., Welch, Mott & Morgan, Washington
Murphy, Ed V., KLRA Little Rock, Ark.
Murray, Louis H., WPAM Pottsville, Pa., ST.
Myers, Frank O., KCMC Texarkana, Tex., ST.
Myers, Robert P., National Broadcasting Co., New York

N

Nahas, Fred, KXYZ Houston, Tex., ST.
Nasman, Len, WFMJ Youngstown, Ohio, ST.
Neary, John F., Lehigh Structural Steel Co., New York, ST.
Nelson, Herbert E., KSUM Fairmont, Minn., ST.
Nelson, Miss Linnea, J. Walter Thompson Co., New York, ST.
Newens, William J., KOIL Omaha, Neb., ST.
Newman, Cy, Storadio Advertising Co., Des Moines, Iowa, ST.
Newton, Carroll P., BBDO New York, AE.
Nolte, Vernon A., WHIZ Zanesville, Ohio, ST.
Norton, Ed, WAPI Birmingham, Ala.
Nunn, Gilmore N., WLAP Lexington, Ky., ST.

O

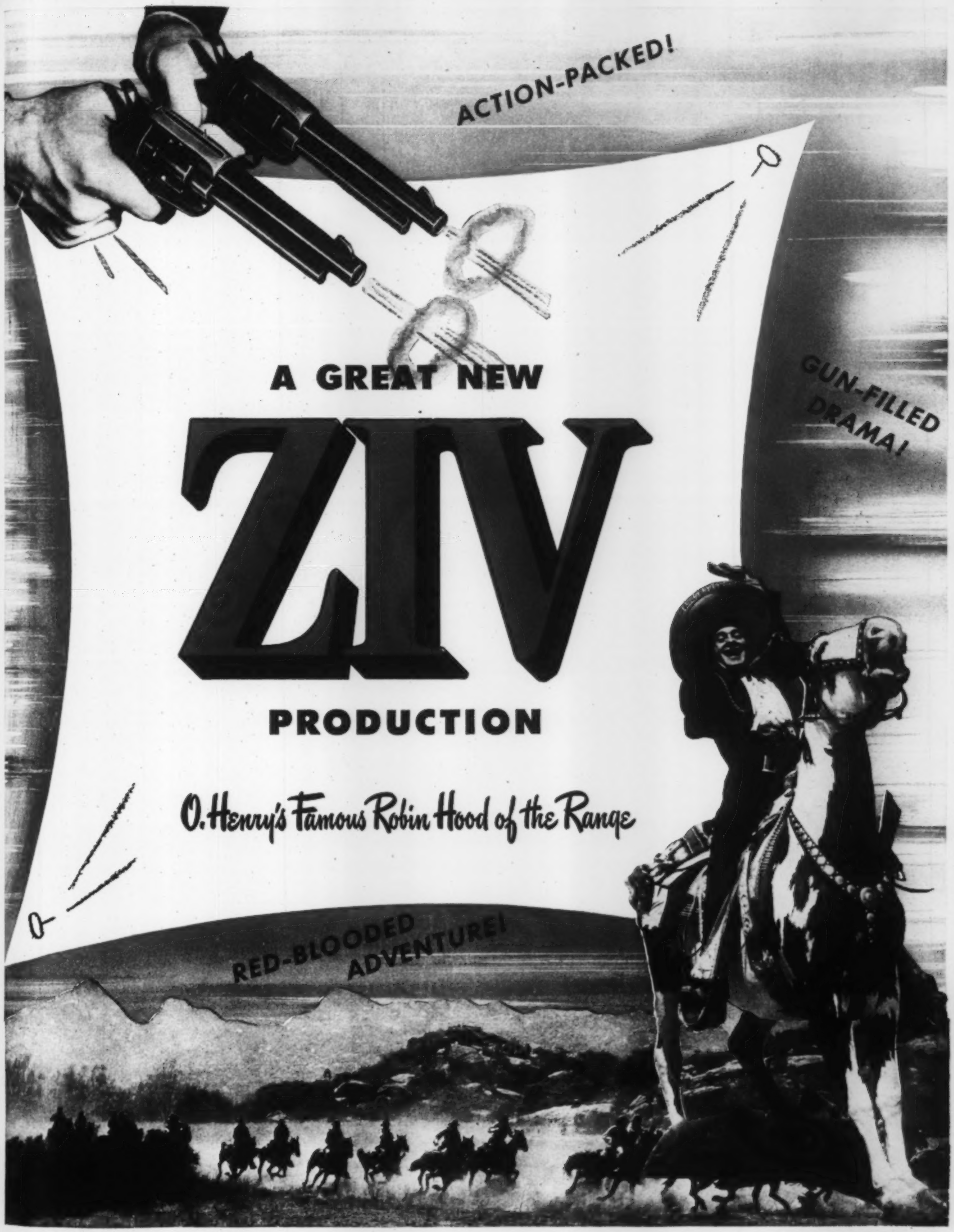
Obrist, Edward C., WPEN Philadelphia, Pa.
Odson, R. L., WBYS Canton, Ill.
Ogden, Clifford, Capitol Records, Hollywood
O'Hagan, James E., Allied Record Mfg. Co., Hollywood, ST.
O'Hara, J. N., WMAN Mansfield, Ohio, ST.
Ohde, B. Harland, KMHK Mitchell, S. D., ST.
Ohrt, Herbert R., KGLO Mason City, Iowa, ST.
Olin, Bruff W., Jr., WQUA Moline, Ill., ST.
Oliphant, Paul, WLAC Nashville, Tenn.
Olson, B. W., KWOA Worthington, Minn., ST.
Orr, B. F., KTRH Houston, Tex., ST.
Outler, John M., Jr., WSB Atlanta, Ga., ST.
Owings, Dorsey, Broadcast Music Inc., New York, ST.

P

Pagliara, Nicholas, WEW St. Louis
Palmer, Fred A., Fred A. Palmer Radio Consultants, Worthington, Ohio, ST.
Parker, Jack, WSAM Saginaw, Mich.
Parsons, Edgar, WRFD Worthington, Ohio, ST.
Patt, James M., WNBH New Bedford, Mass., ST.
Patt, John F., WGAR Cleveland, Ohio
Pattes, Lin, Broadcast Music Inc., New York
Payne, Albert W., WHDF Houghton, Mich.
Peabody, Patrick H., KSJO, San Jose, Calif.
Peace, Marshall L., WJPS Evansville, Ind., ST.

(Continued on page 24)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; BL-Blackstone.


ACTION-PACKED!
A GREAT NEW
ZIV
PRODUCTION
GUN-FILLED DRAMA!
O. Henry's Famous Robin Hood of the Range
RED-BLOODED ADVENTURE!

NOW! ZIV PRESENTS AN EXCITING NEW DRAMATIC PROGRAM WITH A SEN

a

A TERRIFIC HIGH-HOOPER HALF-HOUR SHOW THAT YOUR SPONSORS WILL LOVE!

O. Henry has created one of the most loved and most feared heroes of American literature—famous on the screen—in books—on the air!

IN MOVIES! The only Western ever to win the Motion Picture Academy Award! Six big-budget pictures released each year by United Artists.

ON THE AIR! Cisco has everything: Adventure — humor — drama — romance — heart appeal. Every member of the family loves CISCO!

MOST SENSATIONAL SUCCESS STORY EVER OFFERED FOR LOCAL SPONSORSHIP!

Interstate Bakeries (1948 gross: $58,724,649) say:

"The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for six additional years."

SENSATIONAL HOOPERS! January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. "THE CISCO KID appeals to a tremendous adult audience"...say Interstate Bakeries.

SENSATIONAL PROMOTIONS! Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, store displays, letters, post cards—complete *localized* campaigns.

LONG-RUN GUARANTEED!

Three years of CISCO KID half-hours have already been produced on a 3-per-week basis.

Duncan Renaldo plays the "Cisco Kid" in movies that are regularly released by United Artists Pictures.

SEE ZIV'S GREAT EXHIBIT — N.A.B. CONVENTION — SUITE 501

N SATIONAL RECORD OF SALES!
"THE CISCO KID"
O. Henry's Famous Robin Hood of the Range

"WHAT IS HAPPENING TO KID SHOWS?"

Write for this sensational analysis. It's an eye-opener!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
CHICAGO
HOLLYWOOD

TE 501-501A, HOTEL STEVENS, CHICAGO

COMING • • • *very soon!*

A

GREATER VOICE

AND A

GREATER BUY!

in the DETROIT area

★

50,000

WATTS

at 800 Kc.

JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts in the middle of the dial . . . at the lowest rate of any major station in the Detroit region!

CKLW

Guardian Building, Detroit 26 ★ J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

H. N. Stovin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM

Advance Registration, NAB Management Conference

(Continued from page 20)

Pearse, Bernard, Weed & Co., Detroit
Peck, Harry D., KFOR Lincoln, Neb.
Pefferle, L. G., WCVS Springfield, Ill.
Pengra, Marshall H., WATO Oak Ridge, Tenn., ST.
Peter, Paul F., Frazier & Peter, Washington
Peterson, C. B., The Branham Co., Chicago, ST.
Peterson, Howard O., KMA Shenandoah, Iowa, ST.
Phillips, Charles F., WFBL Syracuse, N. Y., ST.
Phillips, Robert W., WSAM Saginaw, Mich., ST.
Podeyn, George J., WHJB Pittsburgh
Potter, Ben H., WHBF Rock Island, Ill., ST.
Potter, A. David, Jr., WNAE Warren, Pa., ST.
Potter, Hugh O., WOMI Owensboro, Ky.
Pratt, Stanley R., WSOO Sault St. Marie, Mich., ST.
Prendergast, Frank J., WTMV East St. Louis, Ill., BL.
Princi, Carl V., WKMO Kokomo, Ind., BL.
Proctor, Frank S., WTJS Jackson, Tenn.
Pryor, Emerson J., WDVA Danville, Va., ST.
Pyle, K. W., KFBI Wichita, Kan., ST.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington, ST.
Qualls, E. C., WFNS Burlington, N. C.
Quarton, Wm. B., WMT Cedar Rapids, Iowa, ST.
Quinones, Jose Ramon, WAPA San Juan, P.R., ST.

R

Radziwon, Eugene L., 160 Coles St., Jersey City, N. J.
Rambeau, William G., William G. Rambeau Co., Chicago
Ramsland, Odin S., KDAL Duluth, Minn., ST.
Rasmusson, Lee Gordon, KAYL Storm Lake, Iowa, ST.
Ratner, Victor, Columbia Broadcasting System, New York, ST.
Ream, Joseph H., Columbia Broadcasting System, New York
Reams, Frazier, WTOL Toledo, ST.
Reid, Robert H., Internatl. News Service, New York
Reinecker, Reese, KXYZ Houston, Tex., ST.
Reineke, Earl, WDAY Fargo, N. D.
Reinsch, J. Leonard, WSB Atlanta, Ga., ST.
Rembert, Clyde W., KRLD Dallas, Tex., ST.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Richards, G. P., WHBL Sheboygan, Wis., ST.
Richmond, Robert M., WCAO Baltimore, Md.
Richmond, Russell W., WHKK Akron, Ohio, ST.
Rine, William E., WWVA Wheeling, W. Va.
Ringgold, Hanque, Edward Petry & Co., New York, ST.
Rintoul, Stephen R., WXKW Albany, N. Y.
Riple, William A., WTRY Troy, N. Y.
Rittenhouse, Paul, National Broadcasting Co., New York
Roberson, Howard, KFDA Amarillo, Tex., ST.
Roberson, W. R., Jr., WRRF-WRRZ Washington, N. C., ST.
Robertson, B. G., KWKH Shreveport, La., ST.
Robinson, King H., KATL Houston, Tex.
Rockhold, Joseph G., WHOK Lancaster, Ohio
Rogers, Naylor, Keystone Broadcasting System, Chicago
Rohn, Bill, KSOO Sioux Falls, S. D.
Rohrbaugh, Philip A., WHVR Hanover, Pa., ST.
Rooney, Leonard A., Raytheon Mfg. Co., Waltham, Mass.
Rosene, Marshall, WSAZ Huntington, W. Va., ST.
Ross, Byrne, KLPR Oklahoma City, Okla., ST.
Roth, Eugene J., KONO San Antonio, Tex., ST.
Rothensies, Walter J., WSBA York, Pa., ST.
Rothschild, Walter J., WTAD Quincy, Ill., ST.
Rowan, B. J., WGY Schenectady, N. Y.
Rudolph, Rudy, C. P. MacGregor Electrical Transcriptions, Hollywood, ST.
Runnerstrom, Robert O., WCOL Columbus, Ohio
Russell, Frank M., WRC Washington, D. C., ST.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Ryan, William B., KFI Los Angeles, ST.
Ryder, J. Maxim, WBRY Waterbury, Conn.

S

Saddler, Owen, KMA Shenandoah, Iowa
Safford, Harold A., WLS Chicago
Sambrook, Al, Frederic W. Ziv Co., New York, ST.
Sampson, Robert M., WSAI Cincinnati
Sanders, Albert, WMAZ Macon, Ga.
Sanders, Ernie, WOC Davenport, Iowa, ST.
Sanger, Elliott M., WQXR New York, ST.
Saumenig, J. Dudley, WIS Columbia, S. C., ST.
Scanlan, Elenore, BBDO, New York
Schepp, Rex, KPHO Phoenix, Ariz., D.
Scherer, Jacob P., WHFB Benton Harbor, Mich.
Schilling, John T., WHB Kansas City, Mo.
Schilplin, Frederick C., KFAM-FM St. Cloud, Minn., ST.
Schmitt, Kenneth F., WIBA Madison, Wis.
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroy, A. F., WKBV Richmond, Ind.
Schudt, William A., Jr., Columbia Broadcasting System, New York
Schwartz, Julian, WSTC, Stamford, Conn., PH.
Schwartz, L. S., The Advertising Council Inc., Chicago
Segal, David M., KTFS Texarkana, Tex.
Seifert, Leo J., KSUM Fairmont, Minn., ST.
Sepaugh, L. M., WSLI Jackson, Miss., ST.
Service, C. W., Collins Radio Co., Cedar Rapids, Iowa, ST.
Seville, H. A., WGTL Kannapolis, N. C., ST.
Shaffer, Roger A., WSPA Spartanburg, S. C., PH.
Shafto, Richard, WIS Columbia, S. C.
Shaw, Glenn, KLX Oakland, Calif., ST.
Shearer, T. Rodney, A. C. Nielsen Co., Chicago
Shein, Alice, WBTH Williamson, W. Va., ST.
Shields, Arthur T., WLDY Ladysmith, Wis., ST.
Sholis, Victor A., WHAS Louisville
Shomo, Ernest, WBBM Chicago
Shouse, James D., WLW Cincinnati
Silvernail, Frank, BBDO, New York, D.
Simonds, Lincoln P., Weed & Co., ST.
Sinn, John L., Frederic W. Ziv Co., New York
Siverson, Charles, WHAM Rochester, N. Y., ST.
Skinnell, Julian F., WLBR Lebanon, Pa.
Slavick, H. W., WMC Memphis, Tenn., ST.
Sloane, John, American Radio Publications Inc., Peoria, Ill.
Smiley, David, WDAE Tampa, Fla., BL.
Smith, Calvin J., KFAC Los Angeles, ST.
Smith, Clyde H., KSEL Lubbock, Tex., ST.
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Frank R., WBVP Beaver Falls, Pa., ST.
Smith, J. Kelly, Columbia Broadcasting System, New York
Smith, M. D., 3rd, WBRC Birmingham, Ala., ST.
Smith, T. A., RCA, Camden, N. J.
Snyder, John M., WFBG Altoona, Pa.
Snyder, Robert E. J., KXIC Iowa City, Iowa
Snyder, Glenn, WLS Chicago
Soule, Frank C., WFBL Syracuse, N. Y.
Soule, O. P., KTFI Twin Falls, Ida.
Sowell, F. C., WLAC Nashville, ST.
Spargo, John S., Raytheon Manufacturing Co., Waltham, Mass., ST.
Sparnon, Ken, Broadcast Music Inc., New York
Speck, J. H., KCNC Ft. Worth, Tex., ST.

(Continued on page 30)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; BL-Blackstone.

With more and still more telecasters it's Du Mont TV camera equipment because of outstanding

DEPENDABILITY

DU MONT
Type TA-124-B
Image Orthicon Chains

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

$$SD+QW=\frac{D}{FWFT}$$

(Simple Translation)

SUPERIOR DESIGN plus
QUALITY WORKMANSHIP equals
DU MONT
First With the Finest in Television

Consult us on your TV plans and requirements. Literature on request.

©ALLEN B. DU MONT LABORATORIES, INC.

DU MONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. ● TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. ● DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. ● GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. ● PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.

This summer, ride the crest of the
Joe Kaufman

"Have a wonderful time"

TAKE 13 WEEKS WITH PAY...ON WCCO

Stay on WCCO all year 'round—*without a Summer hiatus*—to have a wonderful time! Summertime in the Northwest is just what the doctor ordered.

BIG SALES! Throughout the 6-state WCCO territory, retail sales are just about as high ($699,000,000) in June, July and August as they are in any other season. Northwest farmers harvest cash crops of $865,927,000 in these three months, and more than two million vacationists bring in (and gleefully spend) an additional $212,000,000.

BIG LISTENING! WCCO delivers an average daytime Twin Cities Hooper of 6.0 in the Summer—58% better than any competing station. (Throughout the 6-state area surveyed by the CBS-WCCO Listener Diary,* WCCO averages 200% more listeners than any other Twin Cities station.)

BIG PRECEDENT! Last year, 48 blue-chip local and national spot advertisers (30% more than the year before) stayed "on the job" all year 'round on 50,000-watt WCCO. As they'll do again this year...having a wonderful time, making sales while the sun shines.

You'll find, as they have found, that the 13 Summer weeks on WCCO are *13 weeks with pay*. For reservations, see us or Radio Sales.

50,000 watts **WCCO**
Minneapolis-St. Paul • CBS
Represented by RADIO SALES

★May 1948. All source material available on request.

you *SELL* more ...

when you *TELL* more

WFLA

gives you the big, responsive audience in the prosperous Tampa - St. Petersburg market. Here, in the heart of Florida's richest, most heavily populated trade area, the payrolls of industry, agriculture and business create steady buying power *right around the calendar.* You *sell* more people because you *tell* more people when you use the double-barreled impact of the Tampa Tribune Stations — WFLA-AM and WFLA-FM.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

"I WANT a pair of Bill Slater's pants," said the customer. A strange request? No. The imperturbable clerk calmly withdrew a $7.95 pair of slacks, made the fitting and rang up a sale as the customer departed, content that he had received what he asked for.

Actually they weren't Bill Slater's pants at all, but the clerk and customer had understood each other perfectly. Ever since Mr. Slater had begun identifying himself with the trousers on his *Share The Wealth* program for Prentis Clothes (Tuesdays on WOR New York), listeners had been identifying themselves with Mr. Slater and the pants. Several thousand pairs had crossed the counter within two days of the first announcement.

Sharing honors for the success of the Prentis Clothes program are Mr. Slater (r) and Mr. Taplinger.

* * *

In the past, Prentis Clothes, consisting of eight clothing stores in New York City, had used only an occasional spot announcement campaign or participation on record programs. In September 1948, however, the store allocated 60% of its approximate $300,000 yearly advertising budget to radio. The spearhead of that campaign was the *Share The Wealth* program originally scheduled for only 13 weeks. The program paid off so successfully, however, that the sponsor has renewed three times.

The Pulse rating of the show has mirrored accurately its sales success. Starting with a 3.3 rating, it has climbed to a 6.7, making it one of the highest rated local shows.

As a direct result of its radio

(Continued on page 32)

On All Accounts

BUTTONS, bows and a businesslike attitude are blended artfully by Carol Joy Parel into her work as timebuyer for the Arthur Meyerhoff agency, Chicago. A complete feminist, she nevertheless operates as efficiently as her industry brethren.

This happy balance is attained in her social life, too. Carol's enthusiasms include rumbaing ("weekly, with a fascinating Spaniard who teaches in my hotel"), "living" jazz music ("After half an hour of bebop, it all sounds alike"), and attending hockey, football and Chicago Cubs games. On lunch hours she shops along Michigan Blvd. for suits and hats.

CAROL

A native Chicagoan, Carol spent six of her early years in Oakland, Calif., where she was impressed by two things—the smoothness of her tan and of Singer Tony Martin, a family friend. Returning to Chicago, she was enrolled in elementary school and a ballet course. The latter continued spasmodically for nine years.

At Hyde Park High School she was recruited as a vocalist in a school band headed by Mel Torme. "He was good even then," says Carol. Her voice failed her but music didn't, and she developed a major passion for opera which led her backstage at the Chicago Opera House to appear as an eager spear-carrier or silent chorus girl.

Carol, on her dates, reserved front-and-center seats for all ballet and dance recitals that hit town. She was tutored by Merriel Abbott, director of show productions for the Hilton Hotels, until she entered the U. of Wisconsin. No longer dancing, she kept her toes in, however, by catering to visiting stars of the Ballet Russe de Monte Carlo and Ballet Theatre. Services included applying makeup and running errands backstage at the Wisconsin Union Theatre, owned by the university and famed as the birthplace of Alfred Lunt and Lynne Fontanne plays. The Lunts always premiere each production in the theatre they helped build.

Apart from relating her interpretation of "Swan Lake" and reminiscing a bit, Carol majored in speech, minored in psychology and learned how to skate and ski at northern Wisconsin resorts.

"Undoubtedly the most soul-satisfying" of her many projects was formation of a small, creative act-

(Continued on page 32)

WSAM
1400 ON YOUR DIAL

ANOTHER SERVICE TO OUR LISTENERS AND OUR ADVERTISERS

WSAM

WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

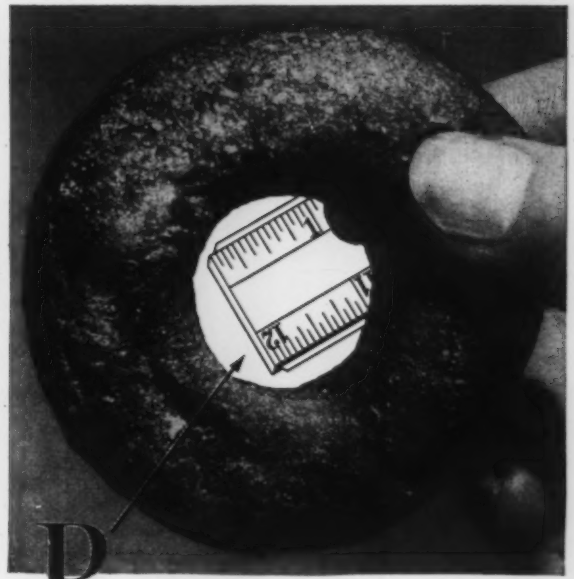
COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE
HEADLEY - REED CO.

NBC WSAM 1400

RADIO BUILDING
SAGINAW, MICH.

Are you one of the folks who've been buying Pacific Coast Network coverage on the basis of a plus market that—in reality—doesn't exist at all? Isn't it a little like paying for the hole in the doughnut ... and isn't it time you asked yourself how much that hole is costing you?



Broadcast Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the *entire* market (ABC has 95%) ... whether it's little Lemoncove in the Sequoias' shadow, or big Long Beach.

Call in an ABC representative who has the WHOLE story on Pacific Coast network coverage ... because we think it's a darned shame for anyone to pay extra for the hole in the doughnut. You'll learn some astonishing truths on the complete picture.

On the coast you can't get away from

ABC

FOR COVERAGE ... ABC's booming Pacific network delivers 227,500 watts of power—53,500 more than the second-place network. This power spells coverage—ABC reaches 95.4% of all Pacific Coast radio families in counties where BMB penetration is 50% or better. And ABC's Coast Hooper for 1948's first 11 months is up 10% or more both day and night.

FOR COST...a half hour on ABC's full 21-station Pacific network costs only $1,275. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700
DETROIT: 1700 Stroh Building · CHerry 8321
CHICAGO: 20 North Wacker Drive · DElaware 1900
LOS ANGELES: 6363 Sunset Boulevard · HUdson 2-3141
SAN FRANCISCO: 155 Montgomery Street · EXbrook 2-6544

WRNL
There's no place like
WRNL'S NEW Home

Yes! After many long months our great "RADIO CENTER" of the South is open and in operation.

WE just can't help singing! The contractors are through and we're all settled in our magnificent new home. It's a dream come true . . . a dream of modern architectural design and radio engineering. Functional, as well as beautiful, it encompasses all that is the very last word in technical equipment and construction, planned for the highest quality of broadcasting.

Everything, from WRNL'S new 250-seat theater, to its staff of competent, trained personnel has been planned to give both listener and advertiser the finest in quality of broadcast, plus simultaneous programming on WRNL-FM. Thus WRNL dedicates its continued efforts and modern facilities to better serve a greater Richmond.

• WRNL is a steady, GROWING station centered in this rich Richmond, Virginia, marketing area. For over ten years it has served its listeners with the topmost local and network entertainment. And, WRNL has served advertisers with the market from which they could gain the full effectiveness of their radio advertising budget. Is YOUR product on WRNL?

P. S. Be sure to visit us on your next trip south.

Represented by
EDWARD PETRY & CO., INC.

5,000 Watt
ABC Affiliate

WRNL WRNL FM

Advance Registration, NAB Management Conference

(Continued from page 24)

Spence, Edwin M., Radio Advertising Clock, Miami Beach, Fla., ST.
Spence, Harry R., KXRO Aberdeen, Wash., ST.
Spokes, Alfred E., WJOY Burlington, Vt., ST.
Springgate, V. N., KXOK St. Louis
Squire, Burt, Broadcast Music Inc., New York
Staley, Max F., KIJV Huron, S. D.
Stamps, Weldon, KSEO Durant, Okla., ST.
Stanton, Frank, Columbia Broadcasting System, New York
Staubitz, E. J., Blaw-Knox Div., Blaw-Knox Co., Pittsburgh, ST.
Stehman, Harry, WHJB Pittsburgh
Steinle, David, K B U R Burlington, Iowa, ST.
Stern, Edgar B., Jr., WDSU New Orleans, La., DR.
Stevenson, Fred J., KGRH Fayetteville, Ark.
Stewart, Elliott, WIBX Utica, N. Y., ST.
Stone, Maxey E., WSVS Crewe, Va.
Stone, Wallace E., KWOA Worthington, Minn.
Stoughton, Milton W., WSPR Springfield, Mass.
Streibert, Theodore C., WOR New York
Strouse, Ben, WWDC Washington
Stufflebam, Ralph L., KSTL St. Louis, ST.
Sullivan, Donald D., WNAX Yankton, S. D.
Swezey, Robert D., WDSU New Orleans, DR.
Swift, G. Richard, WCBS New York, ST.
Swisher, Arden E., WOL Washington
Sylk, Albert J., WPEN Philadelphia, ST.

T

Taft, David G., WCTS Cincinnati
Taft, Hulbert, Jr., WKRC Cincinnati
Tanner, E. S., WSIX Nashville
Tarter, George L., KCRC Enid, Okla., PH.
Taylor, Dale, WENY Elmira, N. Y., ST.
Taylor, O. L. Ted, KGNC Amarillo, Tex.
Taylor, S. P., Western Electric Co., New York, ST.
Teddlie, Pete, WRR Dallas, Tex.
Terry, Hugh B., KLZ Denver, ST.
Thomas, C. L., KXOK St. Louis
Thomas, Eugene S., WOIC Washington, ST.
Thomas, Horace E., KMYC Marysville, Calif., PH.
Thompson, James L., Edward Petry & Co., Chicago
Thompson, William, BROADCASTING, Chicago
Thompson, Roy F., WRTA Altoona, Pa., ST.
Thornburgh, D. W., KNX Los Angeles
Thwaites, E. N., KFUN Las Vegas, N. M., ST.
Tibbett, Gene, WLOX Biloxi, Miss.
Tichenor, Dudley, WNAO Raleigh, N. C.
Timlin, J. F., The Branham Co., New York
Timothy, B. P., Avery-Knodel Inc.
Tincher, Robert R., WNAX Yankton, S. D., ST.
Tompkins, Merritt, Broadcast Music Inc., New York, ST.
Tucker, Merle H., KOAT Albuquerque, N. M., ST.
Tuhy, Stephen, Jr., Washington, D. C., ST.

U

Ulmer, James G., KGKB Tyler, Tex., ST.
Unger, Alvin E., Frederic W. Ziv Co., New York
Uridge, Owen F., WQAM Miami, Fla., ST.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y., ST.
Valerius, Walter, WELM Elmira, N. Y.
Vance, Fred L., KTSA San Antonio, Tex., BL.
Van Konynenburg, F., WTCN Minneapolis
VanVolkenburg, J. L., Columbia Broadcasting System, New York
Vickers, Marjorie R., KPAC Port Arthur, Tex., ST.
Vickrey, M. K., SESAC Inc., New York, ST.
Voynow, Edward E., Edward Petry & Co., Chicago

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE- Ambassador East.

W

Wagner, William D., WHO Des Moines, Iowa
Walter, John M., WJPG Green Bay, Wis., ST.
Walter, Mary M., WJPG Green Bay, Wis.
Wardell, J. Gordon, KGBX Springfield, Mo., ST.
Ware, Leslie P., KWRE Warrenton, Mo.
Ware, William E., KSWI Council Bluffs, Iowa, ST.
Warren, Charles C., WCMI Ashland, Ky., ST.
Watts, W. W., RCA, Camden, N. J.
Waugh, Irving, WSM Nashville
Webb, Frank V., KFH Wichita, Kan., ST.
Weed, C. C., Weed & Co., Chicago
Weed, Joseph J., Weed & Co., New York
Wegner, John F., Allied Record Mfg. Co., Washington
Weil, F. Granger, WTTH Port Huron, Mich.
Weil, Ralph N., WOV New York, ST.
Weiss, Lewis Allen, KHJ Hollywood
Welch, Vincent B., Welch, Mott & Morgan, Washington
Weldon, Jack, WWOD Lynchburg, Va., ST.
Wells, Keith G., KGBX Springfield, Mo., ST.
Welpott, R. W., WGY Schenectady, N. Y.
Wentworth, Ralph, Broadcast Music Inc., New York, ST.
Werner, A. Matt, WHBL Sheboygan, Wis., ST.
Whaley, Storm, KUOA Siloam Springs, Ark.
Wheelahan, H., WSMB New Orleans
Wheeler, Bob, KHOZ Harrison, Ark.
Wheeler, Edward A., WEAW (FM) Evanston, Ill., ST.
Wheeler, Edwin K., WWJ Detroit
Wheeler, Lemoine C., WHEC Rochester, N. Y., ST.
Whiting, Lee L., KEYD Minneapolis, ST.
Whitlock, E. S., WRNL Richmond, Va.
Wiig, Gunnar O., WHEC Rochester, N. Y., ST.
Wilder, H. C., WSYR Syracuse, N. Y., ST.
Wilkins, J. P., KFBB Great Falls, Mont., ST.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington
Williams, Joe V., Jr., WDXB Chattanooga, Tenn., ST.
Williams, John Pattison, Transcription Sales Inc., Springfield, Ohio
Williamson, W. P., Jr., WKBN Youngstown, Ohio, ST.
Willis, J. E., WLAP Lexington, Ky., ST.
Wilson, William M., William G. Rambeau Co., New York
Windsor, Walter M., WGBA Columbus, Ga., ST.
Winger, Earl W., WDOD Chattanooga, Tenn., ST.
Winsor, Harold R., WBYS Canton, Ill.
Winther, Harold A., KEYD Minneapolis
Wollenhaupt, Arthur F.
Wood, Phil, WKOW Madison Wis., ST.
Woodall, Allen M., WDAK Columbus, Ga.
Woodhouse, C. J., WDNC Durham, N. C.
Woodruff, J. W., Jr., WRBL, Columbus, Ga., ST.
Woods, James, WMRF, Lewiston, Pa.
Woods, Wilfred W., WHO Des Moines, Iowa, ST.
Woodward, F. R., KDTH Dubuque, Iowa
Woolley, Easton C., National Broadcasting Co., New York
Wooten, Hoyt B., WREC Memphis, Tenn.
Wyler, Karl O., KTSM, El Paso, Tex., ST.

Y

Yocum, Ed, KGHL Billings, Mont.
Young, Adam J., Jr., Adam J. Young Jr. Inc., New York
Young, William, Capitol Records Inc., Hollywood

Z

Zimmer, Graeme, WCSI Columbu
Ind., ST.
Zimmerman, G. E., KARK Little Roc
Ark., ST.
Ziv, Frederic W., Frederic W. Z
Co., Cincinnati

We Pay Our Respects...

to all you station men whose confidence in us and an idea made the Syndicate success story possible.

CFRN
Edmonton, Alberta
"..your organization is ...complimented

KOTA
Rapid City, So. Dakota
"..,we are ...warding the ...act...

KJR
Seattle, Wash.
"..most enthusi... about the 'Pat... show...

KRPL
Moscow, Idaho

WINS
New York City, N. Y.
"...looking forward with a great deal of pleasure to scheduling the 'Pat O'Brien' series."

WMBR
Jacksonville, Fla.
"..very ...d to go along wi... the ...

WFDF
Flint, Mich.
"...the answer to ...broadcaster's dream.

WCYB
Bristol, Va.
"...glad we ha... be one...

KWP
Muscatine, Iowa
"..you are doing a swell job in getting your new idea started. We are firmly behind you."

KBMY
Billings, Mont.
"..certainly pleased with the progress you are making. You can count on me to be an enthusiastic member of the Syndicate."

KUTA
Salt Lake City, Utah
"..very pleased with our association, and the excellent results obtained so far. Quality of production is superb."

CFCF
Montreal, Quebec
"...most anxious to join plan. The service that you are offering can do the broadcasting industry a lot of good."

KTSM
El Paso, Texas
"...just listened to 'Pat O'Brien', and 'Frontier Town' They really sound good!"

WKNX
Saginaw, Mich
"...station's money is well spent when we can secure the top-notch shows you are producing. Excellent work... something that radio is needed for a long time."

WAPX
Montgomery, Ala.
"...most pleased with my membership. Believe you have hit a natural that will mean much to all stations participating. Don't believe any producer in America will come up with be...

ZBM
Bermuda
"Your plan strikes us as the very thing we have been looking for."

WJW
Cleveland, Ohio
"Received the audition disc, and were quite impressed with the program quali and content."

KTAR
...x, Arizona
...ment programs immediately."

WINN
Louisville, Ky.
"...station is happy over its membership. We are looking forward to great things from your organization."

KFXJ
Grand Juncti...
"...think your ... a splendid one, ...t many others ...reflected in ...volume

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

BROADCASTERS PROGRAM SYNDICATE

Cooperative Program Syndication Plan — under direction of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Drive • Hollywood 28, California • HOllywood 9-5869

KQW
San Francisco, Calif.
"..looking forward to a long and very ... association."

WLTR
Bloomsburg, Penn.
"..very much interested in your Broadcasters Program Syndicate...

WBBQ
Aug...
.very well ...ith the progress being ...Broadcasters

WSIV
Pekin, Ill.
Frontier...

For membership information — and "Pat O'Brien", "Frontier Town", and "Adventures of Frank Race" audition records — write, wire or phone. A total weekly fee equal to your one-time national class-A quarter-hour rate entitles you to all these and future Syndicate programs. ★ ★ ★ ★

KU...
...k, Ar...

CJO...

WRK
...Texas

WCFL Music
hath Charms

. . . and Satisfied Clients!

8:00- 9:00 p.m.	Chicago Symphony Orchestra (Wednesday) for Chicago Title & Trust Co.
9:00- 9:30 p.m.	Treasury of Music for Chicago Federal Savings & Loan
10:15-11:00 p.m.	Music Lovers Hour for Goldenrod Ice Cream
11:00-11:30 p.m.	Community Concert for Community Builders

* * * * * * * * * * * * * * *

and now available...

The Deems Taylor Show

Fine Music plus Authoritative Commentary

9:30—10:00 p.m.

5 Days a Week

* * * * * * * * * * * * * * *

Fine music is enjoyed by 29 million concertgoers in America each year. This Deems Taylor Show on WCFL—Chicago's fine-music station—offers an excellent means of reaching the vast audience of music lovers in the Chicago area. It's a most attractive buy budget-wise, too, thanks to WCFL's economical rates. Contact WCFL in Chicago or your nearest Bolling Company representative.

WCFL
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Need for Statistics

EDITOR, BROADCASTING:

There is a current rumor going the rounds that BMB is having tough sledding because of indifference on the part of radio stations.

This is difficult for an advertiser to understand.

Radio stations should provide exery possible tool for intelligent buying of radio time. Mail counts, Hoopers, and BMB reports are three good tools. And, in the case of radio, it is only by correlating all available statistics that good time buying can be done.

Newspapers and magazines not only provide circulation figures (and certainly radio has no proofs of performance so accurate), but they also provide survey results in large quantities.

We feel that radio stations should try to match the buying help provided by competitive media.

We further feel that BMB is one of the most important of these "buying helps," and we would like to see the day come when no advertiser would consider buying time on any station that did not have a BMB rating. That goes for 50,000 watters, as well as 250 watt outlets.

Marshall Pickett
Kasco Mills Inc., Toledo

* * *

Praises Exactness

EDITOR, BROADCASTING:

I would like to compliment you on the St. Louis article in the March 14 issue of BROADCASTING. It certainly gave the reader the exact details. . . . The writer, Bill Thompson, is indeed to be given due credit for his excellent handling of copy. I enjoyed the entire picture presented; i.e. employment, other important aspects of market and of course the very complete coverage of station information and personalities impartially. . . .

Miss Audrey Ross
KOKX Keokuk, Iowa

* * *

Inexperience a Sin?

EDITOR, BROADCASTING:

Your magazine is by far the best industry publication I have ever read. The "Open Mike" department is partly responsible. . . .

In a city fortunate enough to have 25 AM stations, some 15 FM stations, and 6 television stations, an engineer with a first phone ticket and a diversified electronic background should be able to get on the staff of one of these stations after trying at each one. . . . what's wrong with me? . . . I have no actual broadcast experience. That's a terrible sin, punishable by malnutrition. How in the world can you get experience if no one is willing to hire you? . . . . . . I can't be very bad if I became chief instructor of an Army Airways Communications school in 10 months. . . .

Stanley Levin
1835 Crotona Ave.
Bronx, N. Y.

[Editor's Note: Anyone interested in more information on Mr. Levin may get in touch with him at the address indicated.]

Feature

(Continued from page 28)

advertising, and although the clothing industry sales figures for the past few months revealed a 20% loss, the Prentis firm reported a 3% increase in sales for the same period.

The *Share The Wealth* show is handled by Rockhill Radio, the radio department for Hirshon-Garfield, New York, the agency handling Prentis Clothes. Sylvan Taplinger produces the program.

On All Accounts

(Continued from page 28)

ing unit which appeared almost weekly at Mendota State Hospital across the lake.

In both junior and senior years at the university she spent most of her hours in studios of WHA Madison, where she acted and wrote continuity. Ben Park, producer of the award-winning documentaries *Report Uncensored* and *It's Your Life*, then was WHA production manager.

After she graduated summa cum laude, Carol taught several university interpretative speech courses and bus-hopped around the city giving readings and book reviews.

Rejoining her parents in Chicago, where her father is an attorney, Carol went to work at the Meyerhoff agency as producer of Tommy Bartlett's *Date With Daddy*, aired locally on WBBM. Although she was hired as a writer and producer, she spent the next six months burrowing into research for Gabriel Heatter. When the agency decided to expand its publicity office, she was transferred there to handle press releases for all the clients. Carol continued this, produced Bob Elson's *On the Century* and originated show ideas until a little more than a year ago when she became timebuyer.

As TV timebuyer also, Carol is bracing herself for the "big push" —the time when clients realize "TV is the cheapest buy." To keep her own arguments for the medium up-to-date, she is having a video set built into the wall of her living room.

77 115 178

KINDS OF SPONSORS

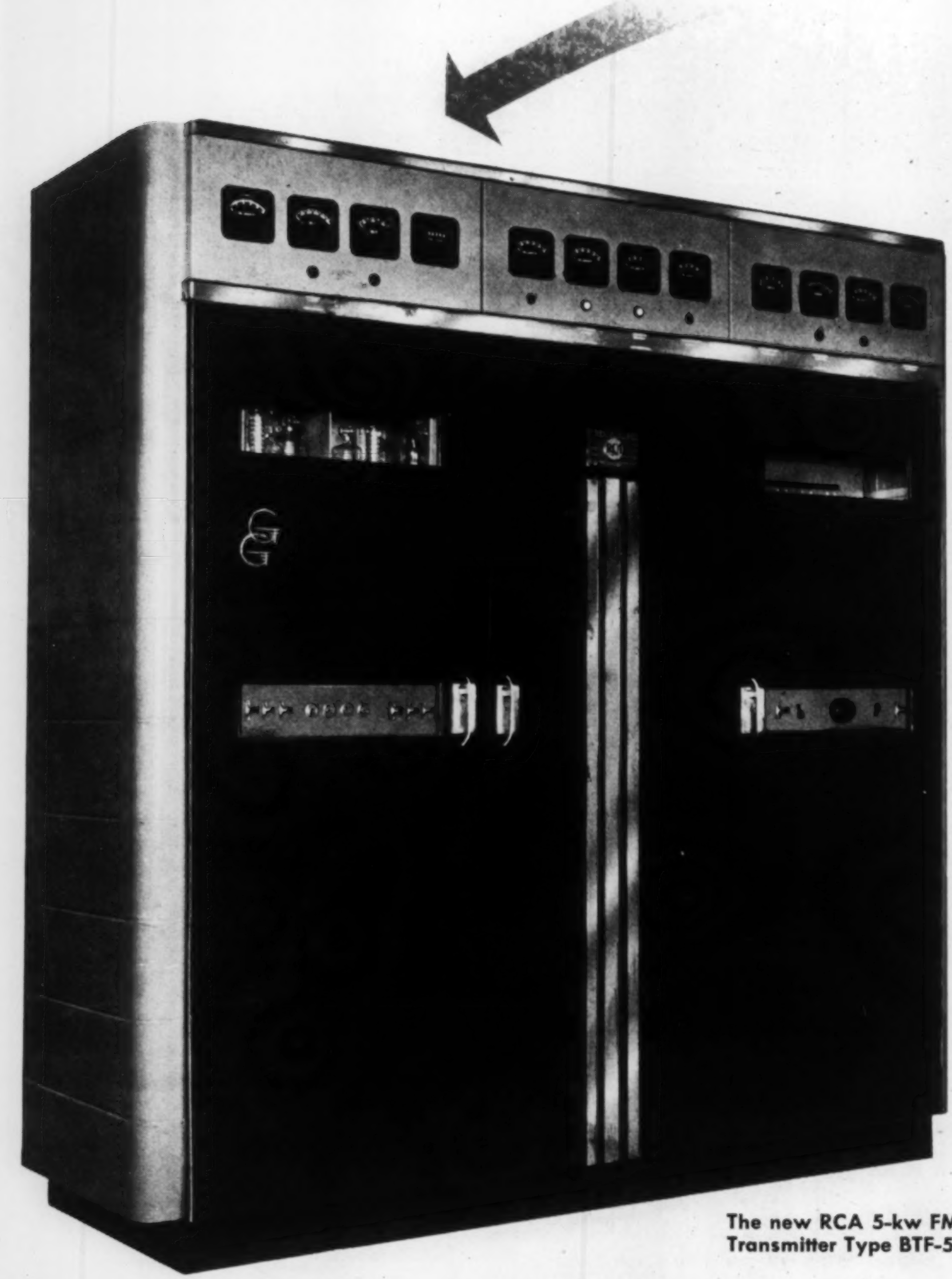
FOR UNITED PRESS PROGRAMS

AIR PURIFIER • ALUMINUM CLEANSER • AUTOMOBILES, NEW AND USED • AUTO RACES • AUTO RENTAL • AUTO REPAIRS • AUTO SUPPLIES • AWNINGS • BAKERY • BANK • BEAUTY SHOP • BEER AND ALE • BILLIARDS • BOAT BUILDING • BOOKS • BOTTLING • BOWLING ALLEY • BOXING MATCHES • BRAKE SERVICE • BREAKFAST FOOD • BUILDING • BUILDING SUPPLIES • BUS LINE • BUSINESS BUREAU • CANDY • CANNED MEATS • CANNING • CEREAL • CHEWING GUM • CHILDREN'S WEAR • CHIROPRACTIC • CHOCOLATE • CIGARS • COAL • COFFEE • COFFEE SHOP • COLD STORAGE • CONSTRUCTION • CONTRACTING • COOKING OIL • COSMETICS • COUGH DROPS • CRACKERS • DAIRY PRODUCTS • DEODORANT • DEPARTMENT STORE • DINER • DOG RACES • DRUGS • DRY CLEANING • ECONOMIC ENTERPRISES • ELECTRICAL APPLIANCES • EYE LOTION • FABRICS • FARM BUREAU • FARM IMPLEMENTS • FARM MACHINERY • FARM SUPPLIES • FEED • FERTILIZER • FINANCING • FLOOR COVERING • FLOUR • FLOWERS • FOUNDRY • FURNACES • FURNITURE • FURS • GARAGE • GAS • GASOLINE • GIFTS • GLASS • HABERDASHERY • HARDWARE • HATCHERY • HATS • HEATING EQUIPMENT • HOTEL • HOUSEWARES • INCOME TAX SERVICE • INK • INSECTICIDE • INSULATION • INSURANCE • INTERIOR DECORATOR • INVESTORS' SYNDICATE • JEWELRY • LABOR UNION • LAUNDRY • LIMESTONE • LIPSTICK • LIVESTOCK • LOANS • LOCKER PLANT • LUGGAGE • LUMBER • MAGAZINES • MAIL ORDER GOODS • MATTRESSES • MEAT MARKET • MEN'S CLOTHING • MERCHANTS' ASSOCIATION • MILLING • MOTEL • MOTOR OIL • MOVING • NEWSDEALER • NEWSPAPER • NIGHT CLUB • NURSERY • OIL REFINERY • OPTICIAN • PACKING • PAINT • PAPER • PATENT MEDICINES • PEANUTS • PENCILS • PENS • PETS • PHOTOGRAPHY • PLUMBING • POWER • PRINTING • PRODUCE BROKERAGE • PUBLIC UTILITIES • RADIOS • RAILROAD • REAL ESTATE • REFRIGERATOR • RESTAURANT • ROOFING • SALAD OIL • SALVAGE • SAVINGS ASSOCIATION • SCHOOL • SEEDS • SERVICE STATION • SHAVING CREAM • SHEET METAL • SHOES • SHOPPING GUIDE • SHORTENING • SOAP • SOFT DRINKS • SOUP • SPORTING GOODS • SPORTS ARENA • STAMPING • STATIONERY • STEEL • STOCKYARDS • STORAGE • STORM WINDOWS • SULPHUR • SUPERMARKET • TAILORING • TAXI SERVICE • TELEVISION SUPPLIES • TEXTILES • THEATRE • TIRES • TOOTH PASTE • TRACTORS • TRAILERS • TRAVEL SERVICE • TRUCKS • TYPEWRITERS • VACUUM CLEANERS • VEGETABLE MARKET • VITAMINS • VOTING MACHINES • WATCH REPAIRING • WELL PUMPS • WINE • WOMEN'S WEAR • WRESTLING MATCHES

Every so often the United Press asks stations using its news programs how many kinds of businesses sponsor them. And every time it does it learns that sponsorship has jumped up. » » The last three surveys show how far up: from 77 to 115, and *now* to 178 — more than double the first total. » » It's obvious why more and more businesses are sponsoring United Press programs. They're getting stations more and more listeners.

UNITED PRESS

This new 5-kw FM Transmitter



The new RCA 5-kw FM Broadcast Transmitter Type BTF-5A

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

-and a 4-section Pylon

gives you 20 kw plus ERP ... Economically

● For the broadcaster with an FM grant for 20 kilowatts, effective radiated power, this new transmitter . . . in combination with an RCA 4-section Pylon . . . *solves the problem economically.*

Here is the reason: a 4-section Pylon with a power gain of 6, steps-up the 5 kw to 30 kw (ERP) . . . allowing plenty of reserve power. This eliminates the costly choice of using either an expensive high-gain antenna structure with a low-power transmitter—or a higher power and more expensive transmitter with a conventional low-gain antenna.

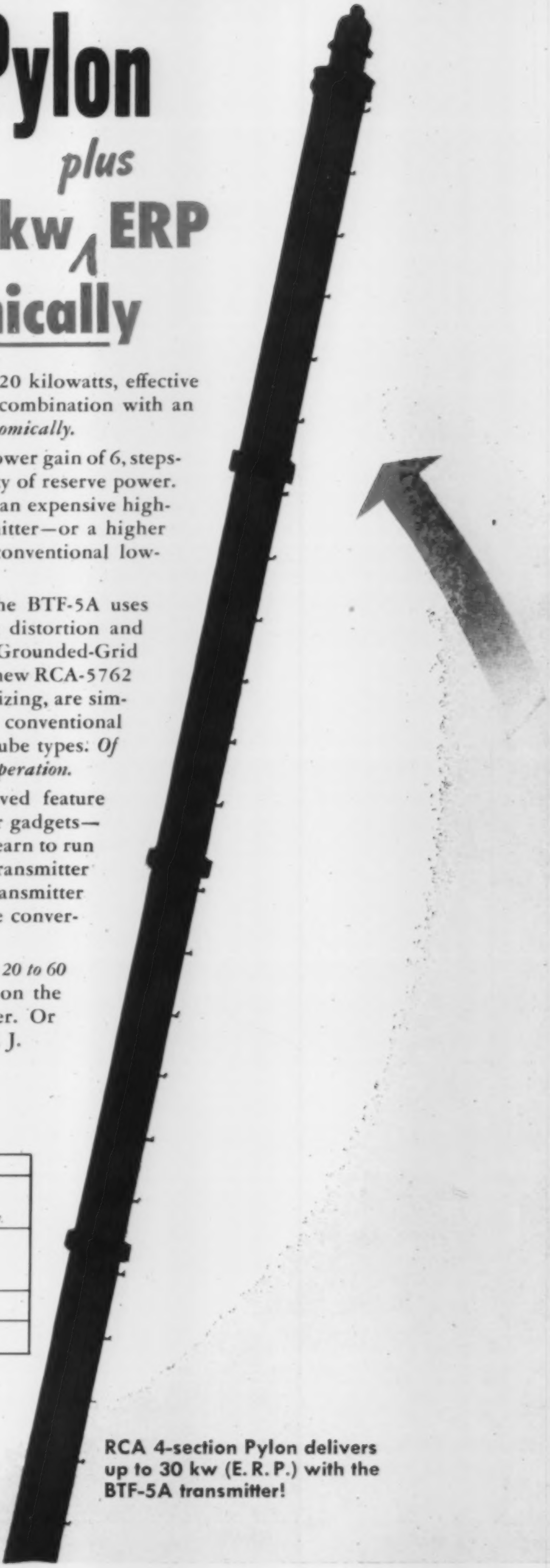
Like all RCA's well-known FM transmitters, the BTF-5A uses RCA "Direct FM"—inherently capable of holding distortion and noise to extremely low levels. RCA power-saving Grounded-Grid circuits in the driver and final are designed to use the new RCA-5762 heavy-duty triodes. Both amplifiers require no neutralizing, are simple to tune, and are more stable than older and more conventional types. Type BTF-5A uses only 37 tubes and only 14 tube types. *Of these 37 tubes, only 21 tubes are required for emergency operation.*

All air-cooled, this transmitter includes every proved feature needed for efficient operation. It uses no trick circuits or gadgets—and it is simple to handle (inexperienced personnel can learn to run it in minutes). Unit construction makes the 5-kw FM transmitter easy to install. And if you now have an RCA 3-kw FM transmitter you can easily increase power to 5 kw by adding a simple conversion kit—now available.

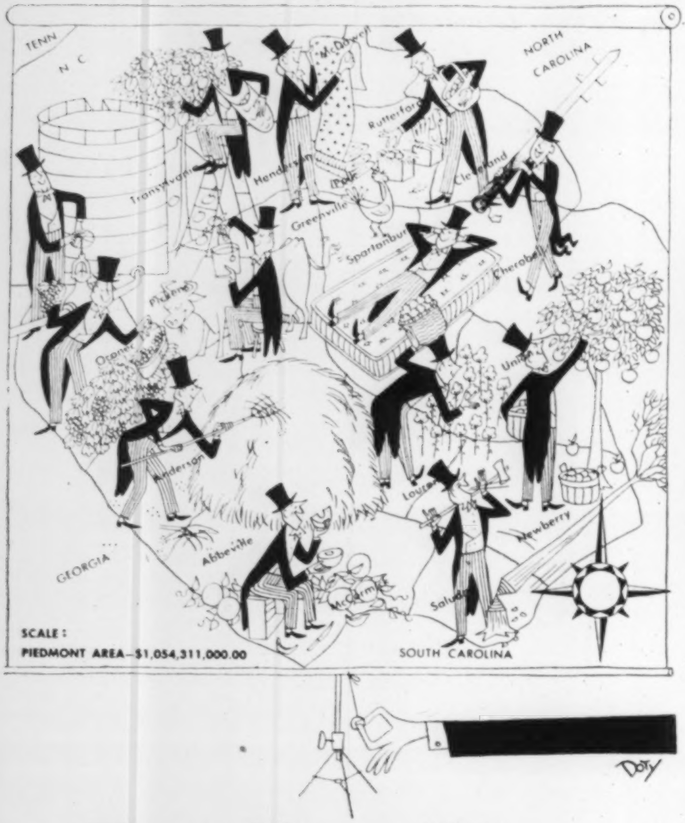
For complete data on how this transmitter can radiate *from 20 to 60 kilowatts* of effective radiated power—and for information on the 5-kw conversion kit—see your RCA Broadcast Sales Engineer. Or write Dept. 19-DB, RCA Engineering Products, Camden, N. J.

Quick-Selection Chart for RCA Pylon Antennas
(Choose the type for power gain needed)

STANDARD PYLONS				
RCA 5-kw FM Transmitter	RCA Pylon Antenna			Maximum Effective Radiated Power
	Type	Gain	No. Sections	
BTF-5A	BF-11 A/B	1.5	1	7.5 kw
BTF-5A	BF-12 A/B	3	2	15 kw
BTF-5A	BF-14 A/B	6	4	30 kw
BTF-5A	BF-18 A/B	12	8	60 kw
HEAVY-DUTY PYLONS				
BTF-5A	BF-12 E/F	3	2	15 kw
BTF-5A	BF-14 C/D	6	4	30 kw



RCA 4-section Pylon delivers up to 30 kw (E. R. P.) with the BTF-5A transmitter!



There Never Was Such a Market . . .

Naturally, it's the Piedmont-WSPA area.
From the time the first cock crows in the morning,
'til we're resting comfortably on our heaven-sent
mattresses at night, we can thank our lucky
stars for the many blessings of this rich land.

And looking at it commercially—
we are twice blessed. Luckily, (we say modestly)
we have the brain and the brawn
to turn nature's gifts into nice, shiny gold dollars.
Farmers diligently realize a 226 million
dollar gross income every year. Industrialists
are making a rich horde from textiles,
timber products, cotton staples.

Here's a market tip worth jotting down—
when Piedmont people go
shopping, they have a neat
$1,054,811.00 to spend.

And for the past 19 years,
they've taken WSPA's advice
on where to spend it.
WSPA is South Carolina's
oldest station—
dominant in 17 counties of
the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

Milestones

AT PARTY marking first anniversary of ABC's *Stop the Music* (l to r): Harry Salter and Mark Goodson, co-owners (with Louis G. Cowan and Howard Connell) of show; Mrs. Nicholas E. Keesely and Mr. Keesely, of the Lennen & Mitchell agency; Lewis Gruber, sales manager, P. Lorillard Co. (Old Gold cigarettes); Bert Parks, m.c. of program, and Thomas P. Doughten, Lennen & Mitchell.

* * *

► Herman Maxwell, account executive at WOR New York, has marked his 20th year with the station.

► Floyd Young of KFI Los Angeles has been honored "for his 13 years of unselfish duty to Southern California Agriculture Industry." Two hundred and twenty-five farm leaders, civic officials and KFI staffers were present at a testimonial luncheon. Mr. Young has been broadcasting nightly frost warnings to the fruit growers.

► John Harrington, WBBM Chicago news, sports and special events broadcaster, is celebrating his 14th year with the station.

► Larry Smith is observing his 24th year as a newscaster. Mr. Smith began his career at KYA San Francisco, and is now director of news and special events for KMPC Hollywood.

► ABC *Romance of the Highways* is celebrating its 14th year on the air.

► Helen Neville marked her second year of *Helen Neville's Kitchen Parties* on WKBW Buffalo with a gala open house kitchen party for her audience.

► William F. Malo, commercial manager of WDRC Hartford, Conn., is observing his 19th anniversary with the station this month.

► Cam Ritchie, program and production director of CKLW Windsor-Detroit, has marked 13 years with that station.

* * *

How Many Programs Would You Guess?
15,000

BUD BALDWIN (l), m.c. of five-weekly *The Song Shop* on WHIO Dayton, and W. E. Wolaver, advertising manager of Gallaher Drug Co., sponsor, count some of 15,000 beans representing number of programs broadcast during past ten years under Gallaher sponsorship. Drug firm has five shows on WHIO and one on WONE Dayton. Gallaher agency is Hugo Wagenseil & Assoc., Dayton.

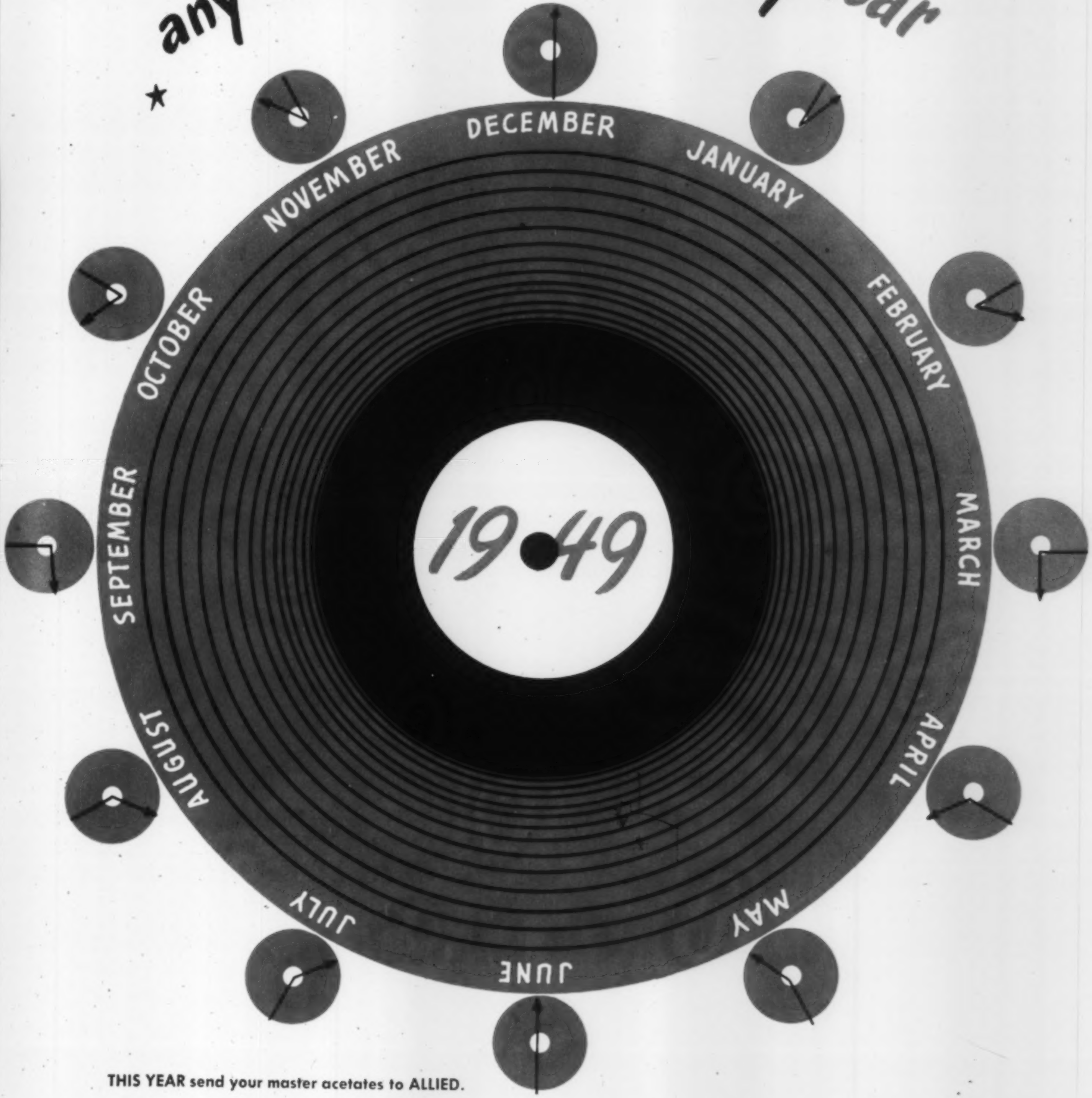
CHICAGO AUDIENCE FACTS

Saturday
2:00 to 6:00 PM
WIND 1st
Network A. 2nd
Network B. 3rd
Network C. 4th
Network D. 5th

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

any Hour any Month any Year



DECEMBER
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
1949

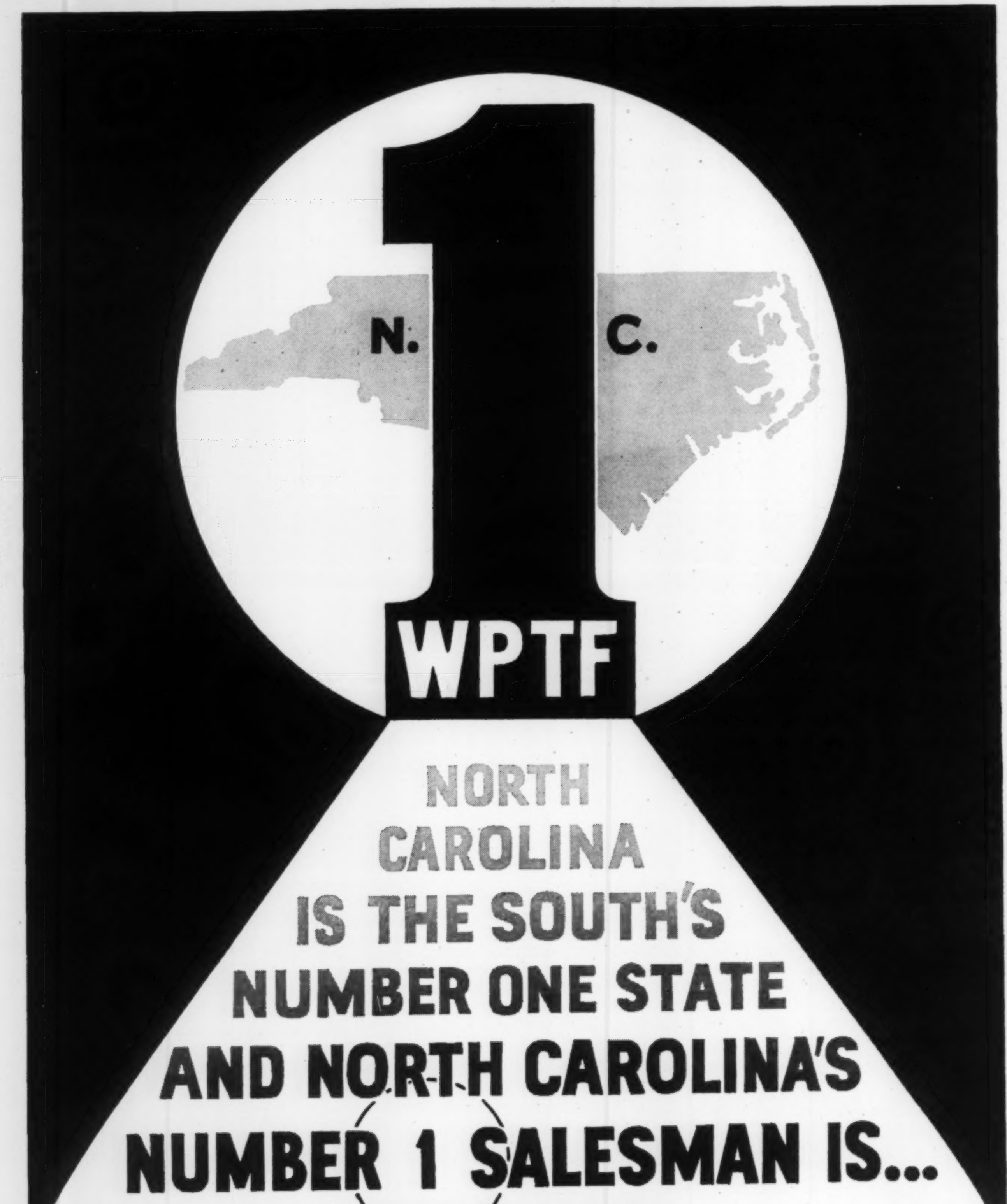
THIS YEAR send your master acetates to ALLIED.

Silver nitrate processing of superior quality. Genuine "Vinylite" Brand Plastic pressings.

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: HOllywood 5107



1

N. C.

WPTF

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 15 WASHINGTON, D. C., APRIL 11, 1949 $7.00 A YEAR—25c A COPY

MANAGEMENT

Lively Session Expected as NAB Convention Opens

FUNDAMENTAL industry problems featuring sales, cost control, TV and public relations confront NAB's 27th annual convention opening at noon today (Monday) in the Stevens Hotel, Chicago.

The four-ply agenda (see page 40) gives these matters top billing at the second annual Management Conference. But several sleepers may stir up the proceedings if pre-convention promises of some delegates are fulfilled on the floor.

Sleepers are: NAB realignment, BMB, industry wide sales promotion and top-level management problems centered around international relations, legislation and lobbying, and perhaps the Standards of Practice.

There arose also the possibility that the two guest speakers—FCC Chairman Wayne Coy and Attorney General Tom C. Clark—might inject unscheduled topics into the floor discussions.

Chairman Coy, who doesn't pull his punches when he gets together with broadcasters, said last week he did not plan to discuss any special subject but would finish his speech over the weekend.

At Opening Luncheon

The FCC chairman will talk at the opening luncheon this noon. He will be introduced by NAB President Justin Miller, who, with Executive Vice President A. D. Willard Jr., will preside at management sessions.

Delegates were eagerly awaiting from Chairman Coy official light on some of the long-pending FCC matters affecting the whole future of broadcasting. Such subjects as the TV freeze, clear channels, FM's future and the mixed-up NARBA situation await clarification.

Attorney General Clark will address the Tuesday luncheon. His topic had not been announced late last week but it was understood he would discuss the place of small business in the American scene, with emphasis on the part broadcasters take in community, state and national life.

One of the convention features that drew close attention at the Engineering Conference last week was the annual equipment exhibit in Exposition Hall, beneath the Stevens lobby, and in sample rooms on the fifth floor. The exhibit opened last Thursday and will be closed at 5 p.m. Tuesday. Newest developments in electronic equipment and services are on display.

Registrations for the Management Conference will pass the 1,500 mark, Secretary - Treasurer C. E. Arney Jr. predicted last week. The 1,000 point was reached over a week ago.

Six members of the NAB Board concluded their terms Saturday, with six new members taking their seats Wednesday afternoon when the new board convenes (see separate story)

While NAB realignment proposals have thus far been discussed at the board level, the special board committee headed by Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, may bring up the subject at the Tuesday afternoon business session of the Management Conference.

The realignment group is to report to the new board at its Wednesday-Thursday meeting, with chance that a final decision might be taken on some phases of the reorganization. However, sentiment has been heard for a sounding of convention opinion on the plan, which is built around the idea of creating a new level of staff executives between the administrative offices and the department heads.

These executives, serving AM, FM and TV membership classes, would supervise NAB's operations on behalf of the three types of stations. This would put the association on a functional basis. Its proponents argue that the industry's present division into the three types requires such an organization.

The subject touches the vitals of NAB operation and could explode into a lively floor discussion at Tuesday afternoon's business meeting. On the other hand, there remains the possibility that it will

(Continued on page 186)

Statement to NAB Convention by Judge Justin Miller NAB President

JUDGE MILLER

THIS is the 27th Annual Convention of the National Assn. of Broadcasters and the second to be conducted as a Management Conference. The response of the membership to the first such conference last year was so favorable that the Convention Sites and Policy Committee of the NAB Board inevitably decided to continue the conference method.

The Management Conference agenda accurately reflects the times. Four major problem areas will be tackled in panel sessions with ample time reserved for questions from the floor. The four general topics are: Sales (national and local), Cost Control, Public Relations at the Management Level, and Television. In addition, separate and comprehensive sessions will be devoted to the special problems of the Unaffiliated Stations and the FM stations.

In these times of change from a sellers' to a buyers' market, complicated by rapid technological progress, particularly in television, the panels will discuss, in down-to-earth fashion, the problem of increasing and protecting radio revenues in a highly competitive era to maintain the levels of income necessary to finance the orderly development of broadcasting's new and exciting services to the listener.

TECHNICAL STRIDES

Over 500 at NAB Meet

By J. FRANK BEATTY

FUTURE course of technical progress in all forms of broadcasting was charted last week at the Wednesday-Saturday meeting of NAB engineers at the Stevens Hotel, Chicago.

Attendance was well over the expected 500 as technical leaders declared NAB's Engineering Conference has become the industry's outstanding technical meeting. As paper after paper was read, bringing out new techniques in broadcast operation, delegates termed the sessions both practical and interesting.

All types of transmission were covered in detail by industry leaders. Latest tricks in television operation, along with FM and AM developments, were reviewed and a high-speed facsimile service was demonstrated.

Besides the papers and the exhibits of equipment and services, delegates discussed such industry problems as recording standards, status of 540 kc and latest developments in the NARBA situation. These problems also came up at the Wednesday meeting of the NAB Engineering Executive Committee (see story page 45).

The committee met Wednesday morning, first event on the four-day agenda, with all delegates who had arrived for the opening day's proceedings taking a tour through the Hallicrafter's plant. The Wednesday evening program was built around a reception and cocktail party.

Actual conference business got

(Continued on page 44)

Beyond the Agenda . . . .

AN EDITORIAL

SCAN the agenda for the 27th annual convention of the NAB on this page. A formidable line-up. At first blush it seems nothing has been overlooked; that it is all-inclusive.

Yet the agenda does not—and probably could not—convey the two salient thoughts in the minds of the delegates: (1) leadership; (2) business outlook. Stemming from them are myriad propositions that instill uncertainty if not fear in the hearts and the minds of ownership and management.

What will TV do to sound broadcasting? Where is FM headed? What about allocations? The legislative picture? How can radio maintain security and stability in this helter-skelter electronic era?

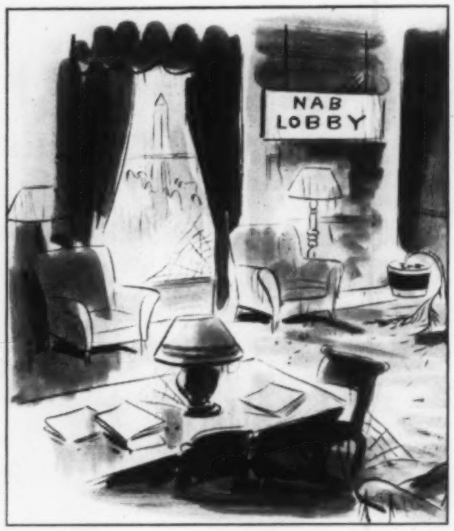
Let's pause a moment. Let broadcasters ask themselves: "What art or pursuit has a more glorious past or a more promising future than the mass radio media? What field of service has greater prestige, nationally or internationally? With a world girding itself for an emergency, is there any medium extant upon which the public, at home and abroad, places greater reliance than the objective, fast-as-the-speed-of-light reporting by radio?

Are newspapers confronted with a more promising future? Or the magazines? The movies?

The answer is evident. Radio—and that embraces *sound* radio, plus TV—has momentum spawned by public acceptance. Other media, wiser by dint of greater experience, perforce are fighting against the radio tide.

So to paraphrase the greatest phrase-maker of our times on another momentous occasion, all that radio has to fear is fear itself.

On proposition No. 1 (leadership) we would be deluding our readers and ourselves if no mention were made of the status of Justin Miller, now rounding out his fourth year as NAB president and radio's spokesman. All is not serene in NAB high councils. Radio's prestige is high with the public. but it falls down abysmally with the elected representatives of the people—Congress. The NAB has not done an adequate job on Capitol Hill. Some board members themselves complain the board has become a debating society, and the NAB a bureaucracy. They recognize that Judge Miller, a distinguished jurist, has imbued radio with sorely needed dignity. But they now say that dignity isn't enough, that they want aggressive leadership that stems from legislative contact and an affirmative approach, rather than judicial determinations and flying-squad rescues *after* the fact.



The NAB realignment committee meets in Chicago this week. It favors a functional realignment. It is aware of the inadequacy of NAB's legislative approach. It knows that in some high quarters the NAB is regarded as a "stuffed shirt" operation.

Judge Miller, with some justification, can state he has followed the mandate of the board and of the broadcasters. He has indicated he will undertake the high level legislative task, if his board so instructs him. The board should, in our judgment.

On proposition No. 2 (business) there's a different equation. Judge Miller neither by training nor inclination is a sales executive. He was not retained as such. He must draw upon the sales, promotion and exploitation brains of radio. He must have such brains on his staff. He has the nucleus now, but he needs guidance in setting up a cohesive organization that will work as a team with its own budget, free from industry schisms and able to compete with the heavily financed promotion of the printed media.

It should be well established now that TV isn't going to sound the death knell of sound broadcasting. Broadcasters, until recently, have been sitting on their hands. They have been competing against themselves instead of against other media. The answer must be found in increased tune-in which means increased circulation. Certainly there will be the fight for survival by many stations, most of them newcomers. But they are stations that probably should not have been started in the first place. It's survival of the fittest. That's bitter medicine but that's the way it is under our free, competitive tenets.

Radio needs its wisest heads now. It needs them in the business sphere as well as the regulatory. The NAB needs restyling to cope with the current tempo. Three years ago the networks were relegated to associate membership in the NAB. We think the NAB and radio as a whole has suffered.

Whether networks should again be accorded "House of Lords" or automatic membership on the board we are not prepared to say. But there should be some means of enlisting the aid of executives of the networks, of the station representatives and of the transcribers in moulding the national policy of radio. Their stakes in radio are important to the orderly development of the art. Mere representation on advisory committees is not enough in these times.

Radio has the brains, the momentum, and the opportunity to do the job, with sound radio and TV companion media. Together they swung an election last fall, when pollsters and pundits said it could not be done. Together they can swing American industry from the path of depression, and the world from approaching conflict, for the radio media sell goods and philosophies with equal effectiveness.

All that's needed is the inspiration and the leadership. Both are present in Chicago this week, awaiting discovery.

Agenda for NAB Management Conference at Chicago April 10—13

NAB will utilize for its management conference in Chicago thirteen private dining rooms at Hotel Stevens, in addition to the hotel's larger rooms—Exposition Hall, Grand Ball Room, Normandie Lounge and West Ball Room—and the nearby 8th Street Theatre.

The convention office will be in private dining room 8 on the third floor, the exhibit office and registration desk in Exposition Hall on the lower level, the information desk and banquet exchange desk (for those wishing to obtain seats at reserved tables) on the mezzanine, radio and press headquarters in private dining rooms 9 and 10 on the third floor and the news room (open to all representatives of stations and general and trade publications) in the West Ballroom, also on the third floor.

NAB staff headquarters will be in private dining room 12 on the fourth floor. Staff members attending the convention in addition to President Justin Miller will include A. D. Willard, executive vice president; Kenneth Baker, director, and C. Meryl Sullivan, assistant director, Research Dept.; Richard P. Doherty, director, and David Farber, assistant to the director, Employer - Employe Relations Dept.; Harold Fair, director, and Benjamin Miller, assistant director, Program Dept.; Royal V. Howard, director, and Neal McNaughten, assistant director, Engineering Dept.; Maurice Mitchell, director, and Miss Lee Hart, assistant director, Broadcast Advertising Dept.; Don Petty, general counsel; Forney Rankin, assistant to the president, domestic and international allocations; Robert K. Richards, director, Public Relations and Publications Dept., James Dawson, assistant; Arthur Stringer, director, FM Dept., Charles Batson, editor, NAB *Television Reports;* C. E. Arney Jr., secretary-treasurer; Ella Nelson, administrative assistant; Everett Revercomb, assistant treasurer; Don Farver, auditor; Katherine Holland, Jayne Arnold, Jessie Bosnight, Edith Filion and Lucile Griffin.

Manufacturers of heavy equipment, transmitters, etc., will occupy the entire Exposition Hall. NAB associate members, including transcription companies, program services and some equipment manufacturers, will be in rooms on the fifth floor of the hotel.

A list of those who have registered at the convention will be available at the information desk and the general registration desk on Monday and Tuesday mornings, April 11 and 12.

An official directory, provided each registrant, will give accurate information as to room numbers and location of all exhibits in both the Exposition Hall and on the fifth floor.

Following is the official convention agenda, including location of meetings and other events (PDR indicates private dining room):

Sunday, April 10	
Pre-Conference and Registration	
9 a.m.-5 p.m	Registration Exposition Hall
Exhibits and Displays	Exposition Hall and 5th Floor
9:30 a.m.-5 p.m.	Unaffiliated Stations Sessions Grand Ball Room
Registration for These Sessions	Mezzanine Floor
(See Separate Agenda)	
Monday, April 11	
9 a.m.-5 p.m.	Registration Exposition Hall
Exhibits and Displays	Exhibition Hall and 5th Floor

(Continued on page 183)

BUYERS' MARKET CHALLENGE

Goshorn Keynotes 4A

RNBULL
JACKSON
SEILER
WATKINS

PANEL SPEAKER is Julian A. Watkins of H. B. Humphrey Co., Boston, sectional director of AAAA. Beside him is A. W. Seiler, of Cramer-Krasselt, Milwaukee. Other panel members are Richard Turnbull, vice president of AAAA (l), and John N. Jackson of John A. Cairnes & Co., New York.

* * *

"ADVERTISING was made for a buyers' market—for a time when goods need to be sold."

With this confident keynote from Clarence B. Goshorn, president of Benton & Bowles and newly-elected chairman of the board of the American Assn. of Advertising Agencies, the AAAA opened its three-day session at the Greenbrier, White Sulphur Springs, W. Va., Wednesday. It was the 31st annual meeting of the association.

Mr. Goshorn said "the shift from a sellers' market to a buyers' market will come, and in some fields it has already come, with the shock of the shift of a Notre Dame backfield."

Because advertising is a flexible selling force, he told his audience that its "quick-moving versatility" will meet this challenge of the buyers' market. "It has been a long time, ten long years, since advertising has been called upon to do *all* it can do. Only the need for its strength brings out the fullness of its strength."

He said advertising has matured with the American people in the past ten years. "You will notice a greater confidence and willingness to talk to our readers and listeners on a level of intellectual and emotional equality with them. There is less talking down and less buttering up—and more across-the-table or, better, across-the-counter discussion of the merits to the buyer in the goods and services we sell."

He cautioned the 350 members of AAAA in his audience against any lowering of advertising standards. "Let's not, under the temptation of these new pressures, permit competition to become a drug to conscience. We have earned confidence by good performance when we didn't have much chance to be bad. Let's not lose it by reckless behavior when we have everything to gain by being good."

* * *

CLARENCE B. GOSHORN, president, Benton & Bowles and newly-elected chairman of the board for AAAA, delivers his acceptance speech at Greenbrier, White Sulphur Springs, W. Va.

Mr. Goshorn succeeds Thomas D'A. Brophy of Kenyon & Eckhardt as AAAA chairman of the board. Fairfax Cone, chairman of the board of Foote, Cone & Belding, was elected vice chairman, and Warren E. Kraft, Honig-Cooper, Seattle, was named secretary-treasurer. Fred Gamble, AAAA president, continues in office for the final year of his present two-year term.

Elected directors-at-large were: Robert D. Holbrook, president of Compton Advertising Inc.; Winthrop Hoyt, chairman of the board of Charles W. Hoyt Co.; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield; Stuart Sherman, partner in Sherman & Marquette, Chicago.

Theme of Meeting

The annual meeting was geared to the problems of the approaching buyers' market. Topics discussed by panels include "The Public Relations of Advertising," "Personnel Problems in Advertising," a subject which included a review of the progress of the AAAA Examinations for Advertising; and a session on the ethics of advertising.

Striking at the core of modern advertising, the final session was devoted to the social sciences of research, social psychology, economics and sociology and their bearing on the advertising agency. Marion Harper Jr., youthful president of McCann-Erickson Inc., acknowledged advertising's debt to the pioneers in audience research, market analysis, consumer preference and the measurement of consumer reaction to advertising.

But, he warned: "Let's dig deeper into the bases of media selection. You have determined—with the aid of the psychologist—what you can best say or show to touch the activating springs of purchase motivation for your product. You have calculated nicely, with your economists, just what weight of dollars to put behind your effort.

"How do you now select the wheels and wings which will take you to the most worthwhile prospects for your product! . . . You can count the eyes of readers, the ears of listeners, the bodies of viewers for almost any medium in any geographical area. You can break them down by income and by sex and age.

"But can you break them down in terms of the most essential measurement of usefulness to you as purchase prospects for your goods?"

This he declared, was a job for advertising agencies in cooperation with the social scientists. "We should continue planning programs of *cooperative* work—in which advertising practitioners and academic social scientists participate," Mr. Harper declared. He also called for a limited pooling of research, asking the agency executives present to join with him and "contribute . . . to the development of the social sciences in advertising practice."

Dr. Samuel A. Stouffer, social scientist of Harvard University, who preceded Mr. Harper in this session, outlined the progress of the social sciences, discussing the limitations and the potentialities of psychology, testing, measurement of human reactions, for advertising agency use.

His aim, and that of social sciences, he said, was "to build a science of man."

Radio was instrumental in the Advertising Council's campaigns for 1948, T. S. Repplier, president of the Advertising Council, said in his report to AAAA members. "Radio listener impressions on Council campaigns totalled 14,750,000,000—an increase of 336,000,000 over 1947," he said. The campaigns included: Stop Accidents, Forest Fires, U. S. Savings Bonds, CARE food packages, Red Cross, Nurse Recruiting, Fight Tuberculosis and Improve Our Schools.

"In radio, the support is consistently heavy," Mr. Repplier said. "As of March 31, messages on the American Economic System Campaign have been carried by 153 commercial and 480 sustaining network programs, resulting in more than one billion listener impressions. The dollar value of the radio support on the campaign thus far is $863,589."

Henry E. Abt, president of the Brand Names Foundation said that more than 825 daytime radio commentators "provide an aggregate of around $6,000,000 worth of radio time per year for the weekly *Radio Flashes* scripts," which are prepared by the Foundation.

Elon Borton, president, Advertising Federation of America; Charles E. Collier, executive vice president, Advertising Association of the West; Dr. Kenneth Dameron, director, Committee on Consumer Relations in Advertising Inc., and Edward L. Greene, general manager of Better Business Bureau, each reported to the AAAA on the work of their organizations during the Thursday session, "The Public Relations of Advertising."

Report on TV

Dr. Peter Langhoff's "Television Progress Report" was greeted with a barrage of questions in a closed discussion session following his talk. Dr. Langhoff is director of research, Young & Rubicam, N. Y.

For TV he predicted a "continuation of the bold drive forward" which he described as a "mani-

(Continued on page 190)

* * *

ELECTED vice chairman of AAAA for 1949, Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, addresses the convention.

STERLING BLAST

U.S. May Not Sign Pact

PROMPTED by belief that Russia and some other nations would get too much and the U. S. too little, doubts loomed late last week as to whether this country would sign the world shortwave broadcasting plan worked out a few days earlier in the Mexico City International High-Frequency Broadcasting Conference.

The plan, evolved during five and a half months of negotiations, would give the U. S. 202 channel hours, for example, as compared with 660 for Russia, according to informed reports. Britain would have 437½ and India 350⅓.

FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, was quoted in Mexico City reports as warning the conference that this country might not sign.

"My government and the people of my country are not accustomed to seeing the U. S. A. 10th removed from the top of the list in matters of world affairs," he declared.

If the U. S. does sign, he was quoted, it will reserve the right to use all the power it wishes in order to make up for its small share of time, though the plan itself would impose a 240 kc ceiling.

Comr. Sterling said he was asking instructions from the State Dept. A decision would have to be reached promptly, in view of conference plans to vote by Saturday (April 9), the contemplated adjournment date.

There was no immediate indication which way the decision would go. Opposing those most vehemently protesting the inequities of the plan were some authorities who felt the picture was not as bad as it appeared—that the U. S. would have the use of assignments to the Philippines, Puerto Rico, etc., while Russia, for example, would have to use some of its assignments for its own communications.

Delegates from the 85 countries represented at the conference were worried about the U. S. reaction, since it is generally felt that there can be no effective plan without this country.

The proposal charts the use of 235 channels in eight bands between 6 and 26 mc. Authorities said around 8,000 channel hours would be available under the plan, through the use of two to five stations on some channels. The size of a country and the number of languages spoken were among the factors considered in working out allocations.

Meanwhile, with the past weekend fixed as likely adjournment time at Mexico City, the opening of the Fourth Inter-American Radio Conference in Washington was scheduled for April 25.

NARBA

Government-Industry Committee To Meet

SIGNIFYING U. S. plans to go ahead as though the North American Regional Broadcasting Agreement were still in effect [BROADCASTING, April 4], authorities last week called a second Government-Industry committee meeting for April 21 to consider recommended changes in U. S. NARBA proposals.

The recommendations, formulated by subcommittees named in the first Government-Industry conference last December [BROADCASTING, Dec. 13, 1948], were understood to deal primarily with technical and administrative matters and to envision no "major" changes in earlier proposals. They will not deal with channel uses since that fundamental question cannot be answered until FCC issues its long-awaited clear-channel decision.

The subcommittee recommendations were being assembled late last week and authorities hoped to start circulating them among members of the Government-Industry group sometime this week, in preparation for the April 21 meeting. The meeting will start at 10 a.m. in the National Archives building in Washington and will be continued on April 22 if necessary.

FCC Comr. Rosel H. Hyde, chairman of the committee, announced plans for the meeting. Representatives of the State Dept. as well as FCC and industry will be on hand. The announcement did not mention the expiration of NARBA.

The subcommittee work, in progress since the December session, is designed to bring earlier U. S. NARBA proposals up to date and also to evaluate proposals advanced by other nations. There are four major subcommittees, each headed by an FCC staff member. These are:

Standards, under the chairmanship of Edgar F. Vandivers of the Technical Information Div.; Coverage, headed by Ralph Renton, U. S. member of the North American Regional Broadcasting Engineering Committee; New and Novel Proposals, under the direction of B. S. Longfellow of the Engineering Bureau, and Legal and Administrative Provisions, headed by Dee W. Pincock of the Law Bureau.

In the December session, attended by some 60 FCC, State Dept. and broadcasting representatives, spokesmen served notice that the U. S. will not permit its broadcasting system to be "wrecked" in NARBA negotiations. One representative maintained that U. S. authorities should consider the advantages of having no treaty at all, if other nations resist the "fair deal" approach to negotiations.

Technically at least, there is no treaty at all today. NARBA expired March 29. But all of the signatory nations except Cuba have indicated a willingness to extend it, and U. S. authorities take the position that the nations should and will respect its terms even though the treaty itself is no longer formally in effect [BROADCASTING, April 4].

The conference to negotiate a new NARBA is scheduled to get under way Sept. 13 at either Montreal or Ottawa. U. S. officials are proceeding on the assumption that it will be held as scheduled, although Mexico has indicated informally that she would like to see a year's postponement or at least a limited agenda.

Final U. S. proposals, as well as those of the other nations, are due May 2. Chairman Wayne Coy has indicated that the Commission hopes to have its clear-channel decision out by then. But observers now feel FCC will be hard pushed to meet that deadline.

Original Proposals

The original U. S. proposals for the new NARBA, circulated in 1947, related primarily to engineering standards, improvement of the North American Regional Broadcasting Engineering Committee function, procedural questions, and verbiage.

Other nations, in a position to make recommendations for region-wide allocations, did so—in some cases with plans which U. S. observers characterized as revolutionary.

Mexico's original proposal, for example, included a recommendation that all channels from 540 through 1140 kc be made 1-A's with 100 kw minimum power, while Cuba asked for a dozen 1-B channels for her own use [BROADCASTING, Oct. 6, 1947].

In subsequent engineering conferences in Havana, however, Mexican spokesmen indicated that they realize their proposals may not be wholly acceptable. U. S. observers regarded this as vast understatement, contending the Mexican plan would result in complete upheaval of the U. S. broadcasting system.

Statement to NAB Convention by Frederic R. Gamble

AAAA President

"HOW will advertising meet the challenge of the shift from a sellers' to a buyers' market?" This question is the theme of our AAAA annual meeting, held just a few days before the NAB Convention. I am sure that the same question is on the minds of many in radio too.

Mr. GAMBLE

Advertising *WILL* meet the challenge of the buyers' market, mainly if it is skillfully planned toward sound objectives. But skillfull planning requires facts—accurate, useable facts.

A major need of today, then, in radio advertising, is the kind of facts developed by Broadcast Measurement Bureau Inc.

Speaking on behalf of advertising agencies, we believe firmly that in order to make adequate and effective use of radio and television facilities for our clients, the advertisers, and in so doing to make the medium profitable for broadcasters, we need standardized, authenticated, comparable and continuing measurements of the broadcasting medium. We believe this information becomes more useful and acceptable when it is validated by a body representing all three segments of the radio-advertising industry.

That is why we favored, and continue to favor and participate in, the BMB. We strongly believe that radio interests would suffer if such an organization did not continue.

We believe that Study Number One was a good first step in BMB's service to the industry. We believe that Study Number Two will be even more comprehensive and useful.

And we regret strongly that a larger number of stations have not yet subscribed to the service.

To our friends in radio convened at Chicago, our timeliest message is this: Continue to help *GIVE US THE FACTS*, so that radio advertising can be better placed, with more confidence by us and our clients and with greater effectiveness. Then all will benefit. When the advertisers' advertising succeeds, we all win—advertiser, broadcaster and agency.

Give BMB your widest support!

POWER CEILING
House Bill Introduced

THOUGH prospects of early action seemed nebulous, a new bill to break down the clear channels and maintain the power ceiling at 50 kw was introduced in Congress last week—this time in the House.

The 13-line measure (HR 4004) is virtually identical to the so-called Johnson Bill (S 491) introduced in the Senate by Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, shortly after the opening of the present session [BROADCASTING, Jan. 17].

The House bill was introduced by Rep. Robert L. Ramsay (D-W. Va.), who said it was prompted by suggestions of some colleagues in the Senate and by some constituents who thought there should be a House companion bill to the Johnson measure.

He indicated no desire to press for early action, and said he expected none until after action on its Senate counterpart.

Chairman Robert Crosser (D-Ohio) of the House Interstate & Foreign Commerce Committee, to which the bill was referred, said he contemplated no hearings in the near future.

Rep. Crosser said there certainly would be none until after the Easter recess, which has been tentatively scheduled to start April 14 and continue about 11 days. His committee has slated hearings April 12-13 on bills to amend the Food, Drug & Cosmetic Act and has lined up subsequent sessions on bills to exempt organized professional sports from the anti-trust laws (see story page 175) and on proposed amendments of the Securities & Exchange Commission Act. Committee spokesmen said they had no plans to consider communications matters in the immediate future.

Meanwhile there appears to be little pressure for early action on the Johnson Bill. At the time of its introduction Sen. Johnson said hearings would be held if found to be necessary. Extensive hearings were held by the Senate committee a year ago on another Johnson measure designed to accomplish the same purpose.

Like the Johnson Bill, the measure introduced by Rep. Ramsay would forbid FCC to license stations for use of power above 50 kw or to adopt any rule providing that only one station may use a 1-A channel.

Whether the new measure would be a deterrent to FCC action on its own long-pending clear-channel case appeared doubtful.

This case—in which clear-channel forces are seeking to retain the unduplicated status of their frequencies and also to get authority to operate with 500 to 750 kw power—was delayed last year on orders of the Senate Commerce Committee.

No such orders have been forthcoming in this session, although the committee adopted a subcommittee report which recommended that no clear-channel decision be reached until after next fall's conference to negotiate a new North American Regional Broadcasting Agreement. In recent weeks, however, the Commission has indicated its intention to decide the case before May 1 if possible.

Rep. Ramsay, author of the House anti-clear channel measure, did not identify the persons who he said suggested the bill. Now in his fifth term in Congress, he has not heretofore shown any major interest in communications legislation. He is from the First West Virginia District, whose principal radio cities are Wheeling and Fairmont.

Broadcasting's Rooms

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in rooms 560A, 561A and 563A.

WALTER BENOIT
Rejoins WRS Inc.

Mr. Benoit

WALTER E. BENOIT today resumes executive duties with Westinghouse Radio Stations Inc., according to announcement by Walter Evans, president of WRS. Mr. Benoit had been on a prolonged leave of absence to serve as treasurer of Industria Electrica de Mexico, Mexico City.

A vice president of WRS since 1944 and a member of the board of directors since 1947, Mr. Benoit will be located in Philadelphia, national headquarters of WRS.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as a radio cost accountant, after serving two years in the Army Air Corps in World War I.

JOHN J. CARSON
Nominated to FTC

NOMINATION of John J. Carson, director of research and information of the Cooperative League of the United States, to membership on the Federal Trade Commission was sent to the Senate last Thursday by President Truman. Mr. Carson would succeed Robert Freer, who resigned on New Year's to reenter private law practice.

Mr. Carson, 60, who is a former Indiana and Washington newspaperman, was identified with the early days of radio legislation. He was secretary to Senator James Couzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Sen. Couzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. Mr. Carson worked at the Van Camp Packing Co. from 1905 to 1910 and was a reporter and city editor on Indianapolis newspapers from 1911 to 1918. Afterward he served on the Washington staffs of the *St. Louis Globe Democrat*, *St. Louis Republican*, the *Baltimore Sunpapers*, and the Scripps-Howard Newspaper Alliance.

The nomination now goes to the Senate Interstate & Foreign Commerce Committee, where a favorable report and Senate confirmation is confidently expected.

KWK ST. LOUIS
'Globe-Democrat' Gets Minority

ACQUISITION of a minority interest in KWK St. Louis by the *St. Louis Globe-Democrat* was announced last week, coupled with plans for the station to lease the *Globe-Democrat's* new $1,500,000 radio-television building.

Although announcement of details awaited filing of the formal contract with FCC, it was understood the newspaper is buying about 15% interest for around $125,000, may acquire additional shares later, and will make still further purchases when and if KWK's television application is granted. The Robert T. Convey family will retain control of the station, however.

The *Globe-Democrat* closed down its four-month-old KWGD (FM) at 10 p.m. last Monday, coincident with announcement of the merger. KWK, Mutual outlet operating on 1380 kc with 5 kw, and KWK-FM will move from their present Chase Hotel headquarters into the KWGD building about May 15.

Withdrawal of the *Globe-Democrat's* television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

No change in management of KWK is contemplated. Robert T. Convey is president and general manager; Ray E. Dady, vice president and station director; V. E. Carmichael, vice president and commercial manager, and John W. Tinnea, assistant station director.

The KWK-*Globe-Democrat* agreement was announced by Mr. Convey and E. Lansing Ray, publisher of the newspaper.

"The merger," Mr. Convey said, "will facilitate the development of all phases of radio by bringing a well-coordinated and thoroughly trained broadcasting staff to one of the finest radio buildings in the U.S."

Mr. Ray promised that "the cooperative support that the *Globe-Democrat* can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The KWK licensee name will be changed from Thomas Patrick Inc. to KWK Inc.

The merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convey, founder of KWK and father of the station's present president, were stockholders in KMOX St. Louis when that station went on the air in 1925. Mr. Convey organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWGD's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWGD, operating on 98.1 mc, is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 99.1 mc.

Some 35 employes of KWDG reportedly were given dismissal notices with severance pay. They included Wells Chapin, who designed the *Globe-Democrat* radio plant and who will remain there until May 15; Robert W. Nickles, who assisted him; Roger Fox, program director, and Robert Brockman, sales manager. Charles W. Nax, station manager, remains with the newspaper as executive assistant.

The merger apparently halted the hopes of CBS, owner of KMOX, that it would be able to work out an arrangement giving the network a minority interest in the *Globe-Democrat's* television station in event of a grant. Discussions toward that end reportedly were in progress before FCC imposed its television freeze last fall [BROADCASTING, Sept. 13, 1948].

Technical Strides

(Continued from page 39)

under way Thursday morning with A. James Ebel, WMBD Peoria, Ill., chairman of the NAB Engineering Executive Committee, presiding. Six papers were read during the morning, followed by the luncheon and a full afternoon session.

The annual equipment exhibition opened Thursday in Exposition Hall, under the main Stevens lobby, with light equipment and services displayed on the fifth floor. The exhibition, largest in industry history, was arranged by Arthur C. Stringer, NAB staff director.

Assisting Royal V. Howard, NAB engineering director, in handling arrangements for NAB were Neal McNaughten, assistant engineering director, Jessie Basnight and Edith Filion.

While interest in the papers and exhibits ran high through the first portion of the meeting, engineers were looking forward to the Saturday morning FCC-industry roundtable for answers to some questions that have been perplexing them. Saturday's program was to open with three papers, including a progress report on ultra-high frequency TV, winding up with the roundtable at which Mr. Howard was to serve as moderator. (The final day's proceedings will be reported in the April 18 BROADCASTING.)

Roundtable Participants

Participants in the roundtable were to be:

For the FCC—John A. Willoughby, acting chief engineer; Edward W. Allen Jr., chief, Technical Information Div.; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braum, chief, FM Broadcast Div.; Edward W. Chapin, chief, Federal Communications Lab; Hart Cowperthwaite, acting chief, TV Broadcast Div.

For the industry—Mr. Ebel; E. K. Jett, WMAR Baltimore; E. M. Johnson, MBS; Frank Marx, ABC; K. W. Pyle, KFBI Wichita; Orrin W. Towner, WHAS Louisville; Mr. McNaughten.

Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J., was to discuss use for television of UHF channels from 475 to 890 mc at the Saturday morning meeting, covering propagation problems, allocations, status of transmitting and receiving equipment and explaining performance, time schedules and cost. He was to show progress of TV color experiments.

Also on the Saturday program were Whitney M. Baston, technical training director, NBC, New York, reading a paper on "Training of AM and FM Engineering Personnel for TV Operations," and John V. L. Hogan, president, Radio Inventions Inc., "Recent Advances in Broadcast Facsimile," with actual demonstrations scheduled during the conferences.

Saturday afternoon's program included a tour of ABC and NBC Chicago television stations and an open meeting of the NAB Recording & Reproducing Standards Committee. This committee was expected to act finally on new NAB recording standards [BROADCASTING, March 28].

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., was to preside at the Saturday morning conference meeting. Mr. Howard, as chairman of the recording committee, and Robert M. Morris, ABC, as executive committee chairman, were to preside at the open meeting on standards.

Mr. Ebel opened the Thursday morning meeting, introducing E. S. Clammer, Engineering Products Dept., RCA Victor, who described a method of selecting FM and TV transmitting sites through use of a captive balloon. This technique is said to give data on field strength and ghosts within proposed service areas. A balloon-mounted antenna radiates pulses of short duration, high peak power and low recurrence rate, and has receiving equipment which shows strength of received pulses and amplitude of delayed echoes.

Willis McCord, manager of Tele-Specialities Dept., Allen B. DuMont Labs, described the luxury TV mobile unit which was on display throughout the conference outside the Stevens. It represents an investment of some $200,000 and was given its first trial in Pittsburgh Jan. 11 when the midwest-eastern TV networks were linked. Using a standard bus chassis, DuMont equipped the vehicle with all modern TV transmission devices as well as air-conditioning and living quarters.

Robin D. Compton, technical manager of WOIC (TV) Washington, reviewed problems facing the engineer who installs a TV station for the first time. He covered antenna installation, transmission line, housing, design of transmitter building, power requirements, tube requirements, personnel, maintenance procedures, operating costs, studio design, switching and controls and TV pickup methods.

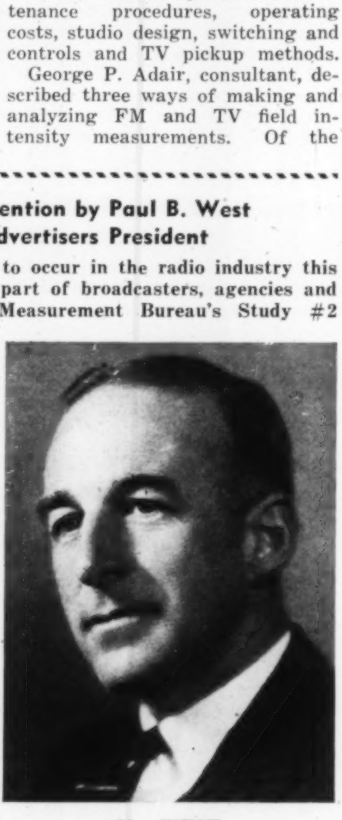
George P. Adair, consultant, described three ways of making and analyzing FM and TV field intensity measurements. Of the three—airplane, spot or cluster, and running measurements — he favored the running type. He said many stations neglect field studies, and gave an account of measurements on a 600 mc television station, W6XJD, operated in San Francisco by Television California. Preliminary results of the ultra-high tests are encouraging, he said.

Statement to NAB Convention by Paul B. West Assn. of National Advertisers President

ONE of the most significant things to occur in the radio industry this year was the determination on the part of broadcasters, agencies and advertisers to see the Broadcast Measurement Bureau's Study #2 through to a successful conclusion.

Advertisers, along with broadcasters and agencies, recognize that today, more than ever before, there is a pressing need for uniform, reliable and validated data on the performance of your medium. They recognize that the old methods are not good enough. And they feel that the generous financial support provided by the radio industry to insure the completion of Study #2 is, in itself, one of the best measures of your determination to gear your industry to present day demands.

Now the most pressing need is to find methods of continuing to achieve the desired results. There seems to be uniform agreement that the tri-partite type of operation is most satisfactory. The current intensive studies being made by NAB, AAAA and ANA of their radio research requirements should—as they will be based on the best judgment of the leading members of each group combined with our experience from the past—provide a sound and universally satisfactory method of operation in the future.



Mr. WEST

Even if the radio industry were standing still, the search for adequate data about the medium would be tremendously important. The growth of television, however, and the continuing expansion of sound broadcasting only serves to intensify our awareness of the fact that they both have a tremendous influence on the commercial as well as the social life of each community and on the nation as a whole. Television, therefore, as well as radio, is serving to sharpen our sense of responsibility for continuing to practice the kind of business statesmanship in the conduct and use of this influential medium to insure that two essential ends are served. Namely:

That the public interest is a predominant consideration in the immediate practice of our business as well as in our long range policy.

That radio remain an effective and profitable advertising medium for the use of industry in selling its goods and services.

To the extent that these ends are served will depend the degree to which your great medium will remain free in the best interest of our American system.

John H. Roe, supervisor, TV Systems Engineering Group, RCA Victor, read a paper on operation of the image orthicon camera to obtain the best picture. Beam alignment, choice of lens and stop, and adjustment of beam current and target potential were discussed in detail. Mr. Roe described a new type television camera said to have color characteristics similar to panchromatic film and requiring less light than the image orthicon, which is described as capable of operating by the light of a match.

Martin Silver, senior project engineer for Federal Telecommunication Labs, outlined a 2,000 mc TV relay link using a 15 w klystron. The system permits long lengths of antenna cable, he said, permitting fixed antenna installations at many service points.

NAB President Justin Miller greeted delegates at the Thursday luncheon, with Mr. Howard presiding. Principal speaker was Dr. William L. Everitt, head of the Dept. of Electrical Engineering, College of Engineering, U. of Illinois. His subject was "Engineering Education and the Broadcast Industry." Dr. Everitt has been a leader in training personnel for broadcasting. He urged the industry to take steps to insure an adequate supply of trained persons as industry progress brings a demand for new and diversified skills.

McIntosh Discussion

Frank H. McIntosh, consultant now operating a research and development laboratory in addition to his engineering practice, described FCC audio requirements and suggested practical ways of measuring these requirements to assure acceptance. He discussed different types of transmitters and illustrated his talk with a series of slides.

Mr. Morris gave a history of the NAB campaign to standardize recording, including magnetic tape. Dr. S. J. Begun, vice president of Brush Development Co., told of that company's work in magnetic recording and described new applications.

Reynolds Marchant, development engineer of Minnesota Mining & Mfg. Co., St. Paul, described properties of the tape itself and the relation between tape and recorder design, with suggestions on tape storage and handling. William W. Dean, Broadcasting Engineering Section, General Electric Co., read a paper on a new portable remote amplifier for AM, FM and TV, designed for either AC or battery operation and weighing only 35 pounds.

William B. Lodge, CBS engineering vice president, presided Friday morning. First paper dealt with a loop-antenna system for TV. It was submitted by A. G. Kandoian and R. A. Felsenheld, of Federal Telecommunication Labs. They described a very-broadband triangular stack loop antenna. M. W. Scheldorf and Lawrence R. Krahe, Andrew Corp., jointly presented a paper and demonstration covering new and low-cost TV transmitting antenna in which elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-fan shape. It was declared especially suitable for small stations where economy is important.

Dr. Howard Doolittle, Machlett Labs, contended that ultra-high frequency tubes can be developed whenever a demand arises and described different ways of utilizing triode and tetrode tubes for power generation in the 100-1,000 mc range.

J. E. Young, manager of the RCA Victor Broadcast Transmitter Engineering Section, described operation of 50 kw FM transmitters in combination with high-gain antennas giving radiated powers between 300 and 600 kw. Record of operations at WTMJ-FM Milwaukee, WBRC-FM Birmingham and WMCF Memphis, where 50 kw transmitters are in use, was presented.

A new device called the Autopositioner was described by John A. Green and Robert D. Essign, Collins Radio Corp., with a specific application by which 50 program circuits and 50 order-wire loops are switched and controlled from a point several miles distant.

Application of high-voltage metallic rectifiers to broadcast transmitters was explained by Charles K. Hooper and Nelson B. Tharp, Westinghouse Electric Corp. They showed efficiency of selenium rectifiers as well as regulation, aging effects and other factors.

McNaughten Presides

A. D. Willard Jr., NAB executive vice president, greeted engineers on behalf of the association at the Friday luncheon. Mr. McNaughten presided. Principal address was delivered by Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Upton, L. I., N. Y. His subject was "Atomic Energy Is Here for Good," illustrated with slides showing industrial and medical applications of nuclear energy. Dr. Norman Hillberry, from the Argonne Atomic Labs, was present.

In his address, prepared for delivery Friday, Dr. Thiesmeyer asked broadcasters to help keep the public informed "not only more accurately and more fully about the vast destructive capacity of the atom but more particularly about its limitless potentialities for relieving the suffering, lightening the burdens and lifting the spirit of mankind.

"We who discover the facts in nuclear science and you who have created the most powerful medium for mass education yet conceived, share a tremendous responsibility to see that, without jeopardizing the national interests in a military sense, the people are well informed," he said.

"It is a natural though distressing consequence that nuclear energy and nuclear research are still too commonly identified in the public mind with the terrifying forces of the bomb. Atomic energy is here for good, the title for my remarks today, is a flat denial of that unhappy identity. We have as yet not had a spectacular, world-stirring demonstration of it, but that will unquestionably appear in time.

"Science does not seek the stage and few scientists are extroverts; but there is a growing number of them who recognize the tremendous importance of a wider understanding of what they are about and who will cooperate in a really carefully-planned, uncommercialized and accurate portrayal of their work."

Dr. Thiesmeyer has been executive assistant to the director of Brookhaven since the laboratory's inception in 1946. He received his A. B. from Wesleyan U. and his doctorate in dynamic and structural geology from Harvard U. For some 18 years Dr. Thiesmeyer was engaged in teaching and research at such institutions as Harvard, Dartmouth and Lawrence College.

During the war he was head technical aide, Office of Field Service of the Office of Scientific Research and Development, Washington, D. C. At the end of the war he co-authored, with Dr. John E. Burchand, dean of humanities at the Massachusetts Institute of Technology, a history of that office entitled, *Combat Scientists*.

Jack R. Poppele, WOR New York, presided at the Friday afternoon meeting. First speaker was Harry R. Smith of the Allen B. DuMont Labs TV Transmitting Equipment Division who described iconoscope film pickup systems, starting with the optical image and finishing with the video output signal sent to master control equipment.

H. B. Fancher, TV Engineering Section, General Electric Co., explained the new Synchrolite 16mm shutterless projector designed for TV. It uses pulsed light from a krypton flash lamp controlled by the synch generator. Ralph V. Little Jr., supervisor of RCA's Theatre TV Engineering Section, was to read a paper on kinescope recording, said to be used by some 60 TV stations and consuming four times as much film footage as the entire motion picture industry produces.

A cathode ray tube video scanner was outlined by Roger D. Thompson, Allen B. DuMont Labs, Transmitter Div. The device was declared to allow the smallest TV station to telecast slides and other illustrations without the use of expensive TV cameras.

Richard Blount, GE Lamp Dept., offered a series of calculations designed to aid in selection of proper lighting for studio TV pickups. Lewis Winner, editor of *Communications* magazine, closed the Friday program with a report on home receiving antennae bringing maximum reception.

POLICY FRAMERS for NAB engineering activities met last Wednesday at Stevens Hotel, Chicago, when Engineering Executive Committee members got together for morning-luncheon session.

Top photo (l to r): John H. DeWitt Jr., WSM Nashville; Jack R. Poppele, WOR New York; George P. Adair, consultant; Royal V. Howard, NAB engineering director; A. James Ebel, WMBD Peoria, Ill., committee chairman; T. A. M. Craven, consultant; Orrin W. Towner, WHAS Louisville; Raymond F. Guy, NBC.

Bottom photo: Roy M. Flynn, KRLD Dallas; K. W. Pyle, KFBI Wichita, Kan.; Jessie Basnight, committee secretary; Frank Marx, ABC; E. K. Jett, WMAR Baltimore; William B. Lodge, CBS; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; Neal McNaughten, NAB assistant engineering director; Earl M. Johnson, MBS.

* * *

NAB AT NARBA

Should Participate, Engineers Say

NAB should take an active part in the third NARBA scheduled to be held in Canada later in the year, in the opinion of members of the NAB Engineering Executive Committee. Meeting Wednesday at the Hotel Stevens, Chicago, the committee felt the FCC and State Dept. should take aggressive steps to protect this nation's radio welfare.

The committee (see pictures, above) was concerned over the whole international allocations situation that has developed since failure of Cuba to agree to an extension of the second NARBA. No specific cases of other nations sitting on U. S. frequencies have been reported to the committee yet.

A meeting of the special NAB NARBA Committee, chairmaned by G. Richard Shafto, WIS Columbia, S. C., an NAB board member, is scheduled for this (Monday) morning.

Tied into the frequency discussion at the Engineering Committee's meeting was the 540 kc problem. The committee lauded NAB headquarters and the Engineering Dept. for the statement filed with FCC a fortnight ago [BROADCASTING, April 4].

Committee members reviewed the work of the NAB recording and reproducing standards committee and its executive committee. It had previously approved the standards.

Other topics included: Progress of the NAB Engineering Handbook, to be ready in August; means of bringing NAB district engineering chairmen into closer contact with NAB headquarters' activities; reaffirmation of a suggestion that an engineer be added to the NAB Engineering Dept.; discussion of a proposal for creation of a broadcast unit in the Institute of Radio Engineers and the FCC's requirements for operator licenses.

CO-AX TIME ALLOTTED

Four Circuits Divided

TIME allocations for television on the four coaxial cable circuits between New York and Chicago, which will be in service beginning May 1, have been worked out after several weeks of discussion between representatives of the TV networks and of AT&T.

As of May 1, the present one-circuit service in each direction will be augmented by two additional westbound circuits, making three westbound and one eastbound. Two of the westbound circuits will be available for video program transmission 24 hours a day. The third westbound circuit and the single eastbound circuit will be available for television service only after 6 p.m., except on weekends when they may be obtained earlier by special arrangement.

The new allocations will hold from May 1 through Aug. 31, with new allocations for the fall season to be determined before that time. The three westbound channels available during the evening hours are expected to alleviate much of the present competitive pressure for network time and to eliminate the neccessity for many of the kinescopic repeat broadcasts of eastern programs for midwestern stations.

Eastbound Circuit

Eastbound circuit allocations assure time for NBC's daily *Kukla, Fran & Ollie* series and for ABC's *Identity, That's O'Toole* and *Super Circus*, commercial programs originating in the Midwest. The other TV networks have no regular midwest originations and so do not require long-term contracts for the use of the eastbound cable on a regular basis.

The allocation schedule for the westbound circuits is shown on the adjacent table.

COAXIAL CABLE ALLOCATIONS
May 1-Aug. 31

7 p.m. to Conclusion

Time	Monday	Tuesday	Wedsdy.	Thrsdy.	Friday	Satdy.	Sunday
7-7:15	C D N	C A N	C D N	C A N	C D N	C D N	A D C
7:15-7:30	A D N	A D N	A D N	A D N	A D N	A D N	A D C
7:30-7:45	A D C	A D C	A D C	A D C	A D C	A D C	X D C
7:45-8	A N C	A N C	A N C	A N C	A N C	A N C	X D C
8-8:30	C D N	A D N	A C N	A C N	D X C	D X C	N A C
8:30-9	C D X	A D N	A C N	A C N	D X C	D X C	N A C
9-9:30	C D X	C D N	D C X	A C D	A D N	D N A	X D C
9-30-10	C A N	C A N	D C X	A C N	C D X	D A N	X D C
10 to Conclusion	C A D	C A N	A C N	A D N	C A N	C N A	N A C

Key: A-ABC; C-CBS; D-DuMont; N-NBC.
X-ABC, Philadelphia to Washington; NBC, New York to Philadelphia to Chicago.
*-Open Time. O-Not available before 6 p.m.
?-Possibly required by Bell Telephone Co. of Pennsylvania.

Westbound—New York to Chicago via Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland and Toledo.

10 a.m.-7 p.m.

Time	Monday-Friday	Saturday	Sunday
10 a.m.-12 noon	O D *	* * *	* * *
Noon-1 p.m.	O D C	* * *	* * *
1-1:30	O D A	* * *	* * *
1:30-2	O * A	* * *	* * *
2-3	O ? *	* ? *	* * *
3-4	O ? N	* ? N	* * N
4-4:30	O A N	A ? N	A * N
4:30-5	O C N	? C N	A C N
5-5:30	O C N	A C N	A C N
5:30-6	O A N	A * N	A C N
6-6:30	* D N	* D N	A D N
6:30-6:45	C D N	* D N	A D N
6:45-7	* D N	C D N	A D N

Statement to NAB Convention by J. R. Poppele Television Broadcasters Assn. President

TELEVISION is growing so rapidly that even we who are close to its everyday progress find it difficult to keep pace with its rise. At this writing there are 61 stations radiating programs in 33 key market areas of the nation. By the time this reaches print, my figures are likely to be dated—a mere span of five or six days.

Mr. POPPELE

About two years ago, in an open letter to radio broadcasters, which I sent to BROADCASTING, I pointed out that very few radio station operators had, up to that time, filed applications for TV stations. As a matter of fact, less than 100 applications for stations were then pending, and there was considerable doubt about how quickly the industry would grow.

I was not among the doubters, of course, and I advised radio broadcasters to get into video as soon as possible. In retrospect, I might say that while some took my advice, there were many, many others who now wish they had!

Television is already national in scope—and that needs an explanation. While it is true only 33 U. S. market areas have television stations today (and that takes in well over 40% of the population of the country), people everywhere are television-conscious. National magazines with massive circulations are loaded with TV advertisements and everywhere, everyone talks about television. We could blind ourselves and say: Yes, but there are still mostly radio listeners. For how long though?

Television's future will not be along a primrose path. There are problems which the industry must still face: Questions relating to more channels, higher frequencies, greater receiver production, color, three-dimensional television and the like.

The Television Broadcasters Assn. from the outset has recognized these problems and today is in a far better position to wrestle with them than ever before, by virtue of its dominance in television. By cooperative action with other groups interested in the welfare of the industry, TBA *will do the job.*

As a matter of fact, it is presently pleading the case of broadcasters for lower common carrier rates for network TV facilities; developing ethical standards for the industry; negotiating with music interests for fair and equitable fees for music in TV; keeping its growing membership advised on Washington activities, program exchange services, status of the industry reports and other data.

The television industry is destined to become one of the most important forces on the American scene. All TV broadcasters can hasten that day by putting their shoulders to the wheel and joining in the big push.

BROWN TO WPIK

Joins Alexandria Daytimer

J. ALLEN BROWN, former NAB assistant director of broadcast advertising, has joined WPIK Alexandria, Va., as advertising and sales manager.

Mr. Brown

The appointment, announced by the station last week, was effective April 1.

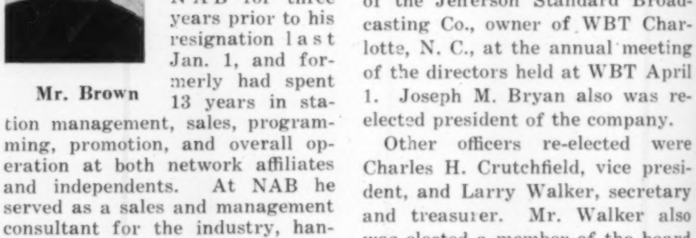
He was with NAB for three years prior to his resignation last Jan. 1, and formerly had spent 13 years in station management, sales, programming, promotion, and overall operation at both network affiliates and independents. At NAB he served as a sales and management consultant for the industry, handling problems affecting all types of station operation. He is the author of numerous sales and advertising works.

WBT ELECTIONS

Price, Bryan Are Re-Named

RALPH C. PRICE was re-elected chairman of the board of directors of the Jefferson Standard Broadcasting Co., owner of WBT Charlotte, N. C., at the annual meeting of the directors held at WBT April 1. Joseph M. Bryan also was re-elected president of the company.

Other officers re-elected were Charles H. Crutchfield, vice president, and Larry Walker, secretary and treasurer. Mr. Walker also was elected a member of the board of directors at a stockholders' meeting held prior to the directors' meeting.



AT FIRST "spot radio clinic," discussion group sponsored by the National Assn. of Radio Station Representatives, two major users of spot time talk with NARSR members. Discussing problems are (l to r): Fred F. Hague, George P. Hollingbery Co.; Seymour Ellis, Philip Morris Co.; Wallace T. Drew, Bristol-Myers Co., and Frank M. Headley, president of Headley-Reed and NARSR president. The clinics, at which advertiser and agency men will discuss spot problems with a NARSR committee, will be held monthly.

ET BUSINESS

Firms Report General Increase Over Last Year

By HERMAN BRANDSCHAIN

TRANSCRIPTION companies generally are reporting increased business now over a year ago. They believe their present success has been achieved in the face of adverse conditions and that their own progress contains important lessons for station operators.

Advertising agencies and sponsors might also profit from their lessons, the transcription companies believe. The broadcaster, however, is the one they hope will be most impressed by the lessons implicit in ET operations. So far, ET firms have considerable misgivings about the progress of the latter.

In their estimate, the broadcaster doesn't do enough selling, doesn't sell properly, therefore doesn't make the money he should and consequently doesn't buy as much transcription service as he should, which in turn would make him more money. They feel all this is proved by the fact station operators are complaining about business conditions and are becoming slow pay.

These opinions were revealed to BROADCASTING in a roundup of leading ET packagers and syndicaters, producers or marketers of ET libraries and ET facilities companies.

The roundup also revealed that most companies have elaborate new packages in various stages of production, most to be backed with elaborate selling, promotional and tie-in material.

Business Good

Many transcription companies reported that business was better than just good. Frederic W. Ziv Co., for example, said January sales were 61% higher than the same month in 1948 while February sales were 63% over 1948's same month.

Charles Michelson Inc. reported 65% increase in the last six months. Similar ET prosperity was evinced in Canada, too, where Guild Radio Features Ltd., Toronto, reported business up almost 11%.

Increased business was achieved despite almost overwhelming problems in the past year, ET executives pointed out. The American Federation of Musicians ban was on. Production costs rose. Many elements of confusion entered the radio picture: Uncertainty about the general economy and television. In addition, many more stations began playing the disc jockey horse (which, incidentally, ET companies claim is a long shot, more often than not just leading to sloppy programming and poor economy).

Oddly enough, many conditions which transcription companies feared would hurt business are being interpreted now as aiding it.

Foremost among the fears that have been partially dispelled is television. Desire to save money for video operations has caused many big advertisers to shop around for high quality waxed shows to economize on AM programs. Some of the transcription companies, too, are themselves going into the TV package business.

Tougher selling days are another minus quantity transformed into an asset by transcription companies. They claim sponsors have begun to realize they must drive for business. This realization has caused them to explore sales avenues, including ET's, to which they formerly were blinded by complacency. Many ET companies are now directing a considerable pitch to sponsors.

Station competition also is cited as having aided disc companies. It is claimed station desire to pack a better program wallop than a rival has caused transcription buys. Further, competition has squeezed out of ET company ledgers some marginal stations—thus wiping out a dubious profit possibility at best and permitting the ET company to concentrate on better prospects, it is claimed.

Transcription companies revealed, however, that they are far from complacent about present success. In fact, they feel like a star performer on a high wire—the pay is fine but you've got to be careful.

Exercising Vigilance

So they are exercising vigilance. This takes the form of pushing harder for business. Companies report more salesmen in the field; more sales promotion; more sales aids of all kinds including audition discs, merchandising portfolios and the like, and closer contacts with advertisers and agencies as well as with stations.

They feel, a consensus shows, their biggest immediate problems are among the stations—making outlets realize they should be selling programs and not time. Subsidiary problems are increased costs, obtaining high quality shows at budget prices, preparing for the television future.

They look for new business among various sources. They hope to do a better job of selling old customer stations as well as making new customers among stations. But they also hope for new business from among agencies and sponsors. Sponsors sought are national and regional as well as local.

Reports from company executives on many of these points follow:

I. Conditions

Frederic W. Ziv, president of Frederick W. Ziv Co., Cincinnati, said the demand for transcribed radio programs is greater today than a year ago. Noting the increased Ziv sales of 63%, he said "the so-called [downward] turn in the business cycle has not materialized to date as far as our sales indicate."

Milton Blink, vice president of Standard Radio Transcription Services Inc., Chicago, reported a "very healthy state of business at this time," with library billings up 25% over those of a year ago. He noted a leveling-off, however, of many subscribers not able to support a major library service. "This has had the effect of a good housecleaning as with the addition of many new, soundly-managed stations during the past six months, we find ourselves in definitely more solid position."

Bloom Optimistic

Aaron S. Bloom, treasurer of Kasper-Gordon Inc., Boston, reported business better now than a year or six months ago. The AFM music ban played havoc with K-G plans, he indicated, causing it in the fall of 1947 to rush through recording sessions of its syndicated series and to turn down other custom-built transcription jobs. During the rush, energy was diverted from promotional and selling efforts. Thus not only was the custom-built business lost but syndicated material sales suffered.

Louis G. Cowan of Louis G. Cowan Inc., New York, said business was "much better than a year ago" and also better than six months ago.

Charles Michelson, president of Charles Michelson Inc., New York, also said conditions were better

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Statement to NAB Convention by William E. Ware FM Assn. President

FM ASSN. extends greetings to NAB's 27th annual convention, coming at a time when radio growth has reached a postwar peak.

America is characterized throughout the world for its day-in-and-day-out performance of "Miracles in Mass Production."

But this miracle of mass production would be impossible without mass selling. And mass selling calls for mass advertising.

Because of this relationship, the radio industry is one of the most vital parts in the nation's economic structure.

The most important single advertising medium today is radio. Its second-to-none effectiveness as a medium to create mass demand and generate mass consumption is an established fact.

Despite this, however, radio has but skimmed the top—nicked the surface—of what it can do potentially as an advertising medium. It has been reported that less than 1% of all the country's enterprises are radio advertisers in a direct sense. But the stubborn fact remains that almost every one of the nation's 4,000,000 enterprises is a potential advertiser.

At a recent meeting of the FM Assn. in New York, it was brought out that less than 1/100 of all the country's businesses are themselves radio clients and less than one out of every 20,000 enterprises are network sponsors.

Mr. WARE

This means that radio—despite its gigantic economic proportions and potentialities—has still not developed fully as a community communications service and as a local advertising medium.

FM's recognition of this undeveloped field for radio advertising among the mainstreet and neighborhood enterprises which have made possible the growth of 10,000 local newspapers is certainly recommended—particularly at this time when FM is rounding the corner on the pioneer stages of its development.

With approximately 725 FM stations now covering 451 cities in which more than 100,000,000 of the nation's goods-buying public live; and with FM receiver production on the increase to supply the demands of the growing listening audience—many of whom have never before been able to get good radio reception—FM has set the stage to widen the use of radio advertising among the millions of local sellers of America's goods and services.

RECORD WAR

Disc Jockey Plays Important Role in Sales Fight

AS THE RECORD industry entered a trial of strength this month with first sales to the public of RCA's 45-rpm record system to oppose the Columbia 33⅓ rpm records, radio appeared destined to play an important role in the fight, whether it wanted to or not.

Radio was expected to take a part in the struggle via the disc jockey. The spinner of music and tales has become an enormously important adjunct to platter sales, it is conceded by most segments of the record industry.

He will continue to be a heavy influence in record sales, it is thought, because his popularity is strong and his numbers likely to increase. Even more disc jockeys are envisioned in some quarters as the result of television, which will cause AM stations constantly to be seeking more economical programming in their bid against video.

At the moment, opinion is divided as to whom the disc jockey will help in the fight—the RCA 45 rpm or Columbia 33⅓ discs.

Some proponents for RCA's products are certain the disc jockey will help it, whatever his intentions or own feelings in the controversy may be.

They reason that the disc jockey plays short numbers. He does this because he likes to talk often—to build himself up and to trot out commercials. Since he'll be playing short numbers, he will not be creating popularity for LP records and to that extent he'll be aiding in the fight against LP records.

Proponents of the Columbia records, however, do not believe this reasoning tells the whole story. They point out that Columbia will have just as many short records as RCA, for Columbia is producing small discs much the same size as the RCA product. The disc jockey, the Columbia proponents claim, thus is just as apt to plug Columbia as RCA records. In addition, it is further argued by pro-Columbia segments, LP records will get a plug from disc jockeys, particularly in the early morning and late evening spots, where commercials may be fewer.

Picciani's Viewpoint

Sam Picciani, executive secretary of the American Society of Disk Jockeys, New York, takes the viewpoint that playing of long records will be inversely proportional to the time sold. He feels LP records have a good chance to get on the air in the "less commercial" hours. He concedes the average platter spinner likes short selections "so he can push himself into the show, too."

In the end, however, he believes the public will determine what the disc jockeys play. He emphasizes that conductors of such programs are extremely sensitive to the requests of their public.

As for the record companies themselves, they too believe it will be the public and not manufacturers who will decide which speed wins the battle of the rpm's.

Edward Wallerstein, chairman of the board of Columbia Records Inc., takes that viewpoint and claims he is happy to do so.

"We think we can safely leave the issue up to the people themselves," he said.

In the RCA camp, there is similar feeling. James W. Murray, vice president of the record department of RCA Victor Division, believes the public will be the final arbiter of rpm's. He feels, too, that important as the disc jockey has been in selling records, the disc jockey will play no decisive role. His own prediction is that the public's changeover from standard 78 rpm records will be evolutionary—with his own product the ultimate winner.

Mr. Murray also told BROADCASTING that RCA would not manufacture a long playing record because it can not be done on a 45-rpm disc without impairing quality. It is RCA's philosophy that the public wants the highest quality reproduction and that this can best be achieved via the 45-rpm discs.

Several weeks ago, Mr. Wallerstein, who believes his product has as high quality as any, told BROADCASTING that Columbia would not manufacture the 45 rpm records. The battle lines for a finish fight thus appeared to be drawn between the two record giants.

Frank Walker, general manager of MGM Records, which as yet is in the 78-rpm field only, also says that it now is up to the public to decide the issue of standardization of rpm's and record grooves. This was the opinion of the late Jack Kapp, president of Decca Records Inc., expressed to BROAD-

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NAB INCOME

$761,332 Reported For 11 Months

NAB had total income of $761,332 for the period April 1, 1948, to Feb. 28, 1949, with expenses of $654,492 in the same period, according to a statement submitted to the membership by C. E. Arney Jr., secretary-treasurer. This leaves $106,840 excess of income over expenses for the period.

Expenses for the 11-month period were as follows: Office of President, $100,387; Office of Secretary-Treasurer, $45,715; Broadcast Advertising Dept., $48,591; Employe-Employer Relations Dept., $40,041; Engineering Dept., $37,325; FM-Special Services Dept., $17,353; Legal Dept., $38,052; Program Dept., $27,923; Public Relations & Publications Dept., $74,762; Research Dept., $40,275; Television study, $1,267; general administration, $140,851; special budget, $41,949.

The figures cover the period just prior to the 1948 convention in Los Angeles up to the latest month for which figures were available in time for the 1949 Chicago meeting.

Breaking down the membership, Mr. Arney showed that of 1,832 active members, 783 are network affiliates, with 444 nonaffiliates. Seventy-one percent of affiliates belong to the association as against 43% of nonaffiliates holding FCC licenses, CPs and CGs. Of 122 television stations, only four belong to NAB. In addition to the above there are 73 associate memberships.

Among the network affiliates, 320 of 518 MBS stations or 62% belong to NAB. Of ABC's 267 stations, 211 or 79% belong; CBS, 134 of 175 affiliates belong, or 77%; 132 of 166 NBC affiliates belong, or 86%.

The total membership is down nearly 200 from the peak a year ago. Many of these resignations, it is understood, occurred when NAB dues classifications were revised.

Largest NAB district in terms of member stations is District 4, with 224 members, compared to District 11 with 60 stations.

'WASTE'

Schwerin Cites Radio's Needs

MORE than half the effort put into broadcasting is waste, and in the climate of growing competition advertisers will insist on improvement, Horace Schwerin, president of Schwerin Research Corp., New York, said last week.

Addressing a luncheon meeting of the New York Radio Executives Club, Mr. Schwerin, whose company has measured audience reactions for major networks and advertisers, cited examples of what he said were wasteful practices in radio.

Commercial announcements, he stated, were "probably the worst cause of waste." He said that his firm's studies had discovered that 90% of the commercials on the air are "just a signal for most people to become psychologically dead."

Another form of waste is the program that costs too much, he said. "There are shows with 12 and 13 Hooperatings which cost as little as $3,000," he said, "and those with the same rating range which cost $25,000."

Additionally, a comparison of radio logs at the beginning of a fall season and those at the end will show that many programs disappear. They are dropped, Mr. Schwerin said, either because they are not given enough time to build an audience or because they were not good enough to be put on in the first place.

Predicts Change

In the future, Mr. Schwerin predicted, advertisers will no longer tolerate such inexact and wasteful methods. He said that top management of his advertiser clients had told him they "are going to demand two distinctively different things from radio in the future. One of those is customers, and the other is customers at a reasonable cost."

Mr. Schwerin said that advertisers were beginning to demand qualitative research to discover what makes a show succeed or fail. Illustrating his points with slide films showing audience reaction "profiles" of programs among the 1,000 tests of 300,000 individual listeners conducted by Schwerin in the past two and a half years, Mr. Schwerin demonstrated his techniques of examination.

The major "sources of error" in presenting radio programs, he said, are five: familiarity, approach, method, emphasis and direction.

Familiarity: It is axiomatic that those familiar with a program like it more than those who have heard it seldom or not at all. But although familiarity is in general an asset to a program, it can, if misunderstood, be a liability as well.

The familiarity factor can be misused, he said, as for example in the instance of a motion picture star who has become identified with sexy roles and who was cast in a dramatic role. At points in the tested program in which she played her usual type, the audience liked her, but at points when she attempted straight dramatic interpretation, audience reaction was appreciably less favorable.

Similarly, familiarity cannot be relied upon alone to sustain popularity. Unless programs introduce some element of change, listeners grow bored.

Approach: Mr. Schwerin's definition of this aspect is the tech-

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PERON BAN

Forbids Foreign Radio Men

THE PERON regime's plans for shortwave government programs on a wholesale basis were revealed by the decision to forbid foreign radio correspondents from broadcasting in the future.

Efforts to learn the reason for that restriction on freedom of information unearthed the fact that Radio Belgrano, one of the government's holdings, has leased "Le Tourbillon," one of Buenos Aires' lushest old favorite dine-and-dance spots in fashionable Alvear Palace Hotel, and is converting it into studios for an international broadcast center.

It is understood the station hopes to get two large studios and a dozen smaller ones operating in the space where up to a thousand Buenos Aires socialites once gathered for nightlife and diversion. The station will go on the air from the new headquarters about May 1 with 10 hours daily of entertainment, music, official bulletins, etc., as "Voice of Argentina."

Project came to light when Dante Aloe, program director of Radio El Mundo, told the press: "We've our own international radio information service; hence the versions of foreign reporters is unnecessary."

The American Embassy, which occasionally expresses "concern" at apparent censorships to Argentine authorities, is taking up the new development, which entails sharpest restriction so far imposed on freedom of information by Peron's regime since it is the first outright severance of any communication channel.

Cables are occasionally mutilated and there is evidence, including publication in Peron papers, that mail is opened, but dispatches sent by those means normally reach their destinations eventually.

A notable example occurred last summer when a personal letter from BROADCASTING's Buenos Aires correspondent to the publisher in Washington, together with a story on the Inter-American Broadcasting Assn.'s meeting, were intercepted and emblazoned on the front page of the Peron-controlled *Democracia* [BROADCASTING, July 26]. The letter and dispatch were dated July 11. They reached BROADCASTING on July 19.

In the past Argentine stations have loaned or rented studios on request to foreign correspondents wishing to voicecast reports. Correspondents were free to broadcast from scripts "authorized for transmission" by the government, which contended the requirement that texts be submitted in duplicate and translation for approval.

Nothing is available in writing on this latest decision: Stations, all either owned or controlled by the Peron administration, refuse even to mention the matter in correspondence, though each is willing verbally to admit receipt of "orders from above" to discontinue previous practice.

The government doesn't appear in the picture but the fact that implementation is in the hands of people such as Antonio Nicoletti, manager of the "Mundo" station and simultaneously one of Peron's secretaries, and Raul Nicolini, director of Mundo's network and brother of the minister of communications, Oscar Nicolini, suggest the decision was taken at topmost levels and has its best possible blessing.

It is also considered significant that the Mundo program director's brother is Major Vicente Aloe, who is at Peron's right hand as head of the executive secretariat at Casa Rosada presidential offices.

Decision constitutes object lesson in how to smother all versions but the official one while protecting Peron's contention that freedom of speech is "absolute." Government explains the inability of political foes to obtain radio time to match that which officials commandeer as bad luck and add that the fact that *La Prensa* and *La Nacion*, Buenos Aires leading papers, oppose him is unconnected with expropriation of their newsprint and its redistribution among government papers.

RESOLUTIONS GROUP

NAB Committee Meets Today

RESOLUTIONS Committee for the NAB Management Conference was scheduled to meet this (Monday) morning at 10 a.m. in Private Dining Room 22.

Members of the committee are: Wiley P. Harris, WJDX Jackson, Miss., chairman; Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Edward Wheeler, WEAW (FM) Evanston, Ill.; Phil Hoffman, WOL Washington.

AFFILIATES

Networks to Meet In Chicago

THREE of the four major networks were to hold meetings of their stations or stations' advisory committees yesterday (April 10) in Chicago.

Only network which scheduled an assembly for all its affiliates was Mutual. Mutual executives, led by Edgar Kobak, president, were to address the meeting which was scheduled to start at 4 p.m. at the Stevens Hotel. Following dinner, affiliates were invited to an evening seminar at the television studios of WGN-TV, Mutual stockholder station. The seminar, conducted by Frank P. Schreiber, manager of WGN, was to brief affiliates on television operations.

ABC scheduled a luncheon meeting of its Stations Advisory Committee at the Ambassador East Hotel. Edward J. Noble, ABC chairman of the board, and Mark Woods, ABC president, led the group of ABC executives attending the meeting.

Members of the ABC Stations Advisory Committee planning to attend the luncheon were Roger Clipp, WFIL Philadelphia, chairman; J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City; Henry P. Johnston, WSGN Birmingham; Harold Hough, WBAP Ft. Worth; Frank Carman KUTA Salt Lake City; Archie Morton, KJR Seattle; and Owen Uridge, WQAM Miami.

Frank Stanton, CBS president, headed the CBS executives who were to be present at a dinner meeting of the CBS Affiliates Advisory Board in the Ambassador East Hotel. A new chairman and secretary of the board were to be elected at a board meeting following lunch.

Members of the CBS stations board are I. R. Lounsberry, WGR Buffalo, present chairman; E. E. Hill, WTAG Worchester, present secretary; C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WBNS Columbus, Ohio; William Quatron, WMT Cedar Rapids, Iowa; Kenyon Brown, KWFT Wichita Falls, Tex.; Clyde Coombs, KROY Sacramento, Calif.

ABC MEETING

Stockholders in N. Y. April 12

HIGH executives of ABC, including Edward J. Noble, chairman of the board, will return to New York before the end of the NAB Convention to be present at the network's annual stockholders meeting April 12.

The meeting is scheduled for the ABC board room, RCA Bldg., New York, at 2 p.m.

'VOICE' BUDGET

House Passes Bill

A BUDGET increase for State Dept.'s "Voice of America" and other informational activities appeared certain last Thursday after the House passed and sent to the Senate its major appropriations bill for the fiscal year beginning July 1.

The bill (HR4016) provides funds for State, Justice and Commerce departments for 1950, and was passed after the Appropriations Committee had reported its budgetary recommendations last Tuesday. A sub-committee report on independent agencies, including FCC, FTC and others, will be released shortly.

State Dept.'s information and education branch would receive $34 million, an increase of $2,900,000 over this year's allotment. Actually, the amount is substantially greater since 1949 appropriations contained $4 million for establishment of radio facilities, a non-recurring item, it was pointed out. Increase is estimated at $5,500,000 overall. The total falls short of the $36 million asked by President Truman last January.

The "Voice" appropriation would approximate the $8 million originally contemplated, or about $1 milion more than the present $11 millions, allowing for non-recurring items. The increase is only a guess, however, according to Lloyd Lehrbas, director of International Office of Information. He pointed out that original budget estimates included overall information and education activities, and did not specify the "Voice" by name.

Allotments will be made on a priority basis among these activities after the Senate has concurred. Any increase would be utilized for added language programs, in the form of personnel, Mr. Lehrbas said.

Sum of $271,405,656 was recommended for the State Dept. Figure represents a decrease of $11,538,434 in cash compared to the current budget, and $13,908,100 under 1950 budget estimates. Current overall sum if $282,944,090. Principal boosts were for State Dept. salaries and expenses and Institute of Inter-American Affairs, as well as for information activities. Salary and expense increases were put at $76,652,000, an increase of $3,733,100 over present allowances.

A proposal by Rep. John Taber (R-N. Y.) to cut State's domestic payroll by $1,200,000 was rejected in the House. Drop in overall funds would keep the payroll total at its present 4,726. State is authorized to carry 5,129 employes.

For Commerce, an allotment of $3,100,000 was urged for the National Bureau of Standards on behalf of its radio propagation and standards work. Total represented an increase of $100,000 over the current amount.

The bill also covered allotments

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FCC, FTC

Reorganization Bill Approved

LEGISLATION to permit the President to reorganize the government, subject to either Senate or House approval but devoid of special consideration for any one agency, was unanimously approved by the Senate Executive Expenditures Committee last Wednesday.

The measure (S 526), covering such agencies as FCC, FTC and others, probably will not be placed before the Senate for another two or three weeks, it is believed. More pressing business is expected to engage the Senate at this time.

Amendments asking "special treatment" for FCC and other quasi-judicial and legislative organizations were proposed last Monday by Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee and Sen. Burnet R. Burbank (D-S. C.). They were unanimously rejected.

The House already has passed the bill, requiring by amendments that FCC and others could be reorganized only in plans affecting them specifically. Bill would require veto by both houses to kill any reorganization.

Sentiment appeared strong, however, for the "package treatment" proposed by Sen. Johnson, should the Senate reject the "single-house veto." If that happens, according to Sen. John McClellan (D-Ark.), chairman of Expenditures Committee, committee members would be prepared to support any exemptions.

Purpose behind the Johnson amendment would be to preserve the President's power to reorganize, but to withhold any possibility of transferring agencies or their functions to any other agency not named in the bill. Those specified are FCC, FTC, SEC, FPC, Maritime Commission, Tariff Commission, and Civil Aeronautics Board.

The Senate group also imposed a time limit of April 1, 1953, for submitting reorganization plans.

Meanwhile, it appeared likely last week that the House would recess for 11 days beginning this Thursday if it could dispose of appropriations measures by week's end. The 1950 appropriations bill for State, Commerce and Justice, one of the financial measures before the House, was passed Thursday (see story, page 49).

In other House actions, amendments to the Internal Revenue Code, excluding musical instruments from the tax on radio receiving sets, phonographs and phonograph records, etc., were proposed in bills (HR 3844-3846) introduced by Rep. Daniel A. Reed (R-N. Y.) and Rep. Charles W. Vursell (R-Ill.). Another bill (HR 4048), by Rep. Gary L. Clemente (D-N. Y.), would amend Sec. 605 of the Communications Act to prohibit wire-tapping. Measure was referred to Interstate & Foreign Commerce Committee.

Measures providing $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards (HR 3180), and to set up in Dept. of Commerce a clearing house for technical, scientific and engineering data to industry and business (HR 1711) were referred to the Public Health, Science and Commerce subcommittee. Chairman is Rep. J. Percy Priest (D-Tenn.).

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2,149	923	121
Total on the air	1,967	724*	59
Licensed (All on air)	1,920	305	7
Construction permits	229	591	115
Conditional grants		27	
Total applications pending	1,382	440	383
Requests for new stations	439	100	323
Requests to change existing facilities	295	13	16
Deletion of licensed stations in March	3		
Deletion of construction permits	2	29	1†
Deletion of conditional grants		1	

***Includes 11 conditional grants and 408 construction permits.**

† WUTV Indianapolis, deleted effective March 28.

Following television stations commenced operations during the month: March 5—WLWD Dayton, Ohio; March 8—WICU Erie, Pa.; March 30—WKRC-TV Cincinnati; March 30—WLWC Columbus, Ohio.

SAVINGS TIME

Annual Scramble Prepared

DAYLIGHT savings time starts Sunday, April 24, with the usual round of schedule juggling by the networks, and repeat transcribed broadcasts, due to the fact that some localities remain on standard time.

All four networks will broadcast live, on the daylight savings time schedule, with repeat broadcasts via recordings beamed one hour later to standard time sections.

ABC programs recorded in Hollywood and Chicago on Ampex Tape Recorders, will be fed from those points to sections on standard time.

CBS, using disc recordings, will follow a similar pattern.

Magnetic tape recorders, manufactured by Magnerecording Corp., will transcribe MBS shows, which will be fed to delayed schedule stations out of WOR New York to all standard time zones except those covered by the Don Lee Network, which will handle its own schedule.

RCA Victor magnetic recorders, installed by NBC in its Chicago Merchandise Mart studios, will record that network's delayed broadcasts, feeding them on special lines one hour after the live broadcast time.

No system of delayed telecasts to overcome time differentials will be instigated, owing to the fact that most interconnected video stations are located within daylight savings time areas.

RCA SALARIES

Figures Released in Proxy

DAVID SARNOFF, chairman of the board of RCA, received $175,560 in salary and fees during 1948 from the company and its affiliates, including NBC, of which he is a director.

This was disclosed in a proxy statement sent out by management to stockholders in advance of the annual stockholders meeting to be held May 3 at the RCA Bldg. in New York.

Also listed for Mr. Sarnoff were $10,401 in retirement payments for future service benefits under the RCA retirement plan. Under the plan, Mr. Sarnoff contributes a like amount and the sum is used to purchase the benefits from an insurance company, it was said. Taxes payable by Mr. Sarnoff were $102,055, leaving him $73,505 of his salary.

Trammell Third

The proxy statement also revealed that Niles Trammell, president of NBC, stands third in the salary structure of the RCA domain. Only Mr. Sarnoff and Frank M. Folsom, now president of RCA, received more compensation in 1948. Mr. Folsom, then executive vice president of RCA Victor, was paid $40 more than Mr. Trammell.

Mr. Trammell received $100,320 in fees or salary as NBC president and as a director of both NBC and RCA. In addition, he received $25,000 "incentive compensation." His retirement payments were $5,901. He paid $65,920 in taxes and had $59,400 remaining.

Compensation to Mr. Folsom was $100,360 in fees and salary as executive vice president of RCA Victor Div. and as director of RCA, NBC and Radio Marine Corp. of America. His incentive compensation was $25,000. He too had retirement payments made for him of $5,901. He had $61,750 left after $63,610 in taxes.

Other directors' salaries and main positions held in 1948 were:

John G. Wilson, vice president and general manager, RCA Victor Div., $65,000 in salary and fees, $20,000 in incentive compensation.

Charles B. Jolliffe, executive vice president, RCA Labs and an NBC director, $50,540 salary and $15,000 incentive compensation.

Edward F. McGrady, vice president of RCA and an NBC director, $30,480.

Harry C. Ingles, president, RCA Communications Inc., and an NBC director, $29,153.

Gano Dunn, consulting engineer and NBC director, $26,940.

Edward J. Nally, advisor to RCA and director of NBC, $8,860.

John T. Cahill, director of NBC, $1,160.

Arthur E. Braun, director of NBC, $710.

George L. Harrison, director of NBC, $450.

John Hays Hammond Jr., $420.

Bertram Cutler, director of NBC, $300.

The law firm of Director Cahill received $275,000 in 1948 from RCA for legal services. The firm is Cahill, Gordon, Zachry & Reindel. Engineering firms in which Director Hammond is president, received $36,000 for services, rights and maintenance of a research laboratory. These companies are Hammond Research Corp. and Radio Engineering Co. of New York Inc.

Matters to come before the annual meeting include election of four directors and a proposal by three stockholders that the RCA charter be amended to permit cumulative voting for directors.

The proxy, solicited on behalf of management, sought re-election for three years of Messrs. Dunn, McGrady, Cahill and Nally.

The proposal to permit cumulative voting for directors was made by Lewis D. Gilbert, John J. Gilbert and John Campbell, all of New York. The Messrs. Gilbert are well known as minority stockholders representatives. The management is recommending a vote against their resolution on the ground that a director who gains a place on the board through cumulative voting will represent a special interest, which may be against the best interests of the corporation. It believes the directors should be elected by the stockholders of the majority of the shares.

'LEST WE FORGET'

Radio Cooperates

IN ANSWER to frequent charges that radio is sometimes negligent in public service programming, Mr. Franklin here points out that over 900 independent and network stations across the country have carried the non-commercial, public interest series, "Lest We Forget," produced by the Institute for Democratic Education, New York. These stations, he points out, have already given, without charge, more than 6,500 hours of broadcast time, valued at more than $960,000, for the airing of this series which is designed to promote better intergroup relations. The IDE's board of directors, in addition to outstanding educators, includes some of radio's top officials. Among these are James R. Angell, NBC public service counsellor; Lyman Bryson, counsellor on public affairs at CBS; Norman Corwin, well known CBS writer-producer-director; Earl J. Glade, mayor of KSL Salt Lake City; Robert Saudek, ABC public service vice-president; Bruno Randolph of Peck Advertising, New York; Paul Lazarfeld, director, Office of Radio Research, Columbia U., and Dr. I. Keith Tyler, director of radio education, Ohio State U.

By HAROLD FRANKLIN
Program Director, Institute for Democratic Education

THE Institute for Democratic Education produces the *Lest We Forget* transcribed dramatic radio programs which deal forthrightly with problems of prejudice and discrimination and are designed to promote better intergroup relations.

As program director of the IDE and producer of the programs, I have insisted upon top quality production and have achieved it, I think, with the assistance of Earle McGill as director, the best writing talent available, and such stellar performers as Helen Hayes, Geraldine Fitzgerald, Paul Lukas, Raymon Massey, Frederic March and others of similar stature. Incidentally, while we pay AFRA scale, the name talent appearing on the programs invariably return the checks for their services as an additional contribution to our work.

In view of charges sometimes leveled at the industry for its derelictions in public service programming, it is interesting to note that broadcasters have proved most cooperative where the IDE's radio programs are concerned. Despite the fact that the *Lest We Forget* programs are non-commercial and, in addition, deal with what is sometimes termed "controversial" subject matter, our programs have been broadcast by more than 900 independent and network affiliate stations in the United States and have been heard as well in Alaska, the Canal Zone, Hawaii, Puerto Rico; in Canada over CBC as well as on networks in New Zealand and Australia.

Give 6,500 Hours

Radio stations in all the 48 states have already given the IDE, without charge, more than 6,500 hours of broadcast time valued at more than $960,000 for the airing of the 13 15-minute dramatic programs in each of the three series, *These Great Americans*, *The American Dream* and *Stories To Remember*, produced by our organization since 1945. Better than 52% of this time has been Class "A."

Especially noteworthy, I think, has been the willingness of many stations to cooperate with state and civic organizations in presenting our 15-minute programs as part of half-hour shows, the final 15-minutes of which is devoted to live panel discussion by prominent local citizens of the problems dramatized in our transcriptions. This type of programming, as I am sure you will recognize, makes for far greater impact in a community since, whether the problem dramatized is one involving discrimination in employment or education, restrictive covenants or roots of prejudice, the panelists examine their own communities with a view toward remedying similar injustices.

At the microphone during a Lest We Forget *recording session are (l to r) Mr. McGill, Geraldine Fitzgerald, cinema star, and Mr. Franklin.*

* * *

To date, such panel discussions based on our programs have been presented in more than 35 cities by large commercial radio stations. The sponsoring agencies include such official state bodies as the Commission Against Discrimination in New York, the Division Against Discriminaton in New Jersey, the Interracial Commission in Connecticut and the Fair Employment Practice Commission in Massachusetts.

No record of the cooperation offered the IDE by the industry in our efforts to promote good human relations would be complete without special mention of WNEW and WOV New York. By arrangement with WNEW, the *Little Songs on Big Subjects* produced by that station, were distributed by the IDE to more than 1,200 radio stations. WOV shared the cost with the IDE of producing *Il Prossimo Tuo (The Man Next Door)*, a series of 13 15-minute dramatic transcribed programs in Italian dealing with the problem of discrimination as it affects the Italian community. As far as we know, this is the first time in the history of foreign language broadcasting in the United States that such a series was produced and made available to the more than 50 stations in the country broadcasting in Italian.

In addition to the wonderful reception accorded the programs by the industry, the *Lest We Forget* series have received a citation and special award in *Variety's* annual "Showmanagement Review"; two first awards at the Institute for Education by Radio at Ohio State U. and a citation of distinguished merit from the National Conference of Christians and Jews for "contributions to understanding and respect among the American people."

Following broadcast by radio stations, the *Lest We Forget* recordings are offered at a nominal charge for use in schools equipped with 33 1/3 rpm play-back equipment.

WHAS HEARING

Crosley Defines Overlap

By LARRY CHRISTOPHER

DESPITE some technical overlap of primary services both day and night between WHAS Louisville and WLW Cincinnati, the two stations serve distinct, separate markets and do not overlap programming and otherwise.

So Crosley Broadcasting Corp., WLW licensee, told the FCC last week at the final phase of the Commission's hearing on Crosley's request to purchase the WHAS properties from the Louisville Courier Journal and Times Co. for $1,925,000 [BROADCASTING, March 7, 14].

A series of elaborate and detailed presentations were made by Crosley at the hearing, which concluded Tuesday. Crosley sought to show that FCC's duopoly rule—consideration of which was made an issue in the inquiry—is not applicable to its acquisition of WHAS.

Both WLW and WHAS are clear-channel stations. WLW is asigned 50 kw on 700 kc and WHAS is assigned 50 kw on 840 kc. The sale also includes WHAS-FM and WHAS-TV. Crosley, a subsidiary of Avco Mfg. Corp., already has multiple AM, FM and TV interetss.

At last week's hearing before FCC Examiner Leo Resnick, Crosley introduced new engineering studies of WLW coverage and also gave considerable data on other broadcast services available to residents in the day and night overlap areas of the two stations. The initial hearing on the transfer had been recessed in early March to enable Crosley to compile the new technical data.

The new engineering evidence was presented by William S. Alberts, Crosley's chief propagation engineer.

According to the Crosley data, the combined 0.5 mv/m contours of WLW and WHAS cover a total area of 98.021 sq. mi. with the 0.5 mv/m overlap area totaling 37,947 sq. mi. This combined WLW-WHAS area contains a population of 6,528,267. In the 0.5 mc/m overlap area there is a population of 2,048,987, the Crosley exhibit showed.

Within the night fading limit of both stations there is an area of $58,854 sq. mi. with the overlap area 18,120 sq. mi. Populations within these are 4,588,060 and 1,114,212 respectively, the Commission was informed.

Regarding the 10 mv/m contours, considered the coverage necessary for primary service to large metropolitan districts, the Crosley exhibit showed that the combined WLW-WHAS area thus served is 15,453 sq. mi. and the overlap only 34 sq. mi. Total population of 2,398,576 reside in the combined area with only 1,275 persons in the overlap area. The overlapping 5 mv/m contours include an area of 2,343

(Continued on page 189)

NETWORK GROSS IN '48

Presaged '49 Competition

By BRUCE ROBERTSON

Network Gross by Product Groups

JANUARY 1948 AND 1949

Class	1948	1949
1. Agriculture & Farming	$ 113,725	$ 136,025
2. Apparel, Footwear & Accessories	121,175	146,286
3. Automotive, Automotive Accessories & Equipment	696,686	782,347
4. Aviation, Aviation Accessories & Equipment	—	—
5. Beer, Wine & Liquor	114,915	70,476
6. Building Materials, Equipment & Fixtures	88,330	96,175
7. Confectionery & Soft Drinks	639,942	755,223
8. Consumer Services	222,042	175,375
9. Drugs & Remedies	1,990,661	1,771,372
10. Entertainment & Amusements	—	—
11. Food & Food Products	4,360,135	3,970,556
12. Gasoline, Lubricants & Other Fuels	585,368	635,638
13. Horticulture	27,195	—
14. Household Equipment & Supplies	697,630	703,268
15. Household Furnishings	125,360	120,923
16. Industrial Materials	169,904	226,370
17. Insurance	344,977	341,859
18. Jewelry, Optical Goods & Cameras	52,598	216,573
19. Office Equipment, Stationery & Writing Supplies	273,838	148,953
20. Publishing & Media	193,653	73,790
21. Radios, Phonographs, Musical Instruments & Accessories	192,772	171,278
22. Retail Stores & Shops	—	5,496*
23. Smoking Materials	1,798,380	2,085,661
24. Soaps, Cleansers & Polishers	1,544,412	1,698,866
25. Sporting Goods & Toys	—	—
26. Toiletries	3,000,748	2,912,057
27. Transportation, Travel & Resorts		133,344
28. Miscellaneous	194,134	344,529
TOTALS	$17,544,580	$17,722,450

* First National Stores, formerly classified as Food, now listed under Retail
SOURCE: Publishers Information Bureau

COMPETITION is the broadcasters' keynote for 1949.

Competition between the makers and retailers of all kinds of products for the dollars of the public is back in full force, presaging increased advertising expenditures. Competition between radio and television and between these broadcast media and all other types of advertising is also intense, calling for hard hitting sales tactics to keep radio's billings at their 1948 level.

For most businesses 1948 was a banner year with top sales and earnings. But the final months of the year saw a falling off in sales that continued into the early months of 1949. Alarmed by heavy inventories, retailers slashed prices of many items in gigantic post-Christmas sales, displayed extreme caution in placing orders for new goods. Some manufacturers caught up with their back orders for the first time since the war and cut prices, particularly on their older models, and curtailed production of new goods pending a resumption of orders from retailers. Curtailed production meant curtailed payrolls, mounting numbers of unemployed.

This state of affairs is nothing to cheer about, but neither does it contain any omens of a serious depression. Even with increased layoffs, more people are employed than at this time last year and seasonal upturns are expected to lift employment figures back above the 60 million mark. Purchasing power has held well above the level of a year ago. Prices are falling slowly but not crashing precipitously; when they reach the level the public considers right, buying picks up again.

What is lacking in most lines seems to be confidence in prices. Many families are in the market for new refrigerators, washing machines, automobiles and radios. They'd like to buy now, but hesitate for lack of certainty that the price tag will not show a lower figure next week or next month. The retailer who values their continued business dare not urge them to buy now because he, too, is not at all sure that the present price will hold.

The confidence that will bring buying back to normal must come from the manufacturer, who must convince both his trade and the public that his merchandise is good and his price is right. The best tool for that job is advertising, and the survey made by Assn. of National Advertisers proves that manufacturers know it. Approximately half of all ANA members plan to increase their advertising expenditures this year; only 10% of the smaller companies, doing less than $50 million worth of business a year, and only 3% of the larger companies plan advertising curtailment during 1949.

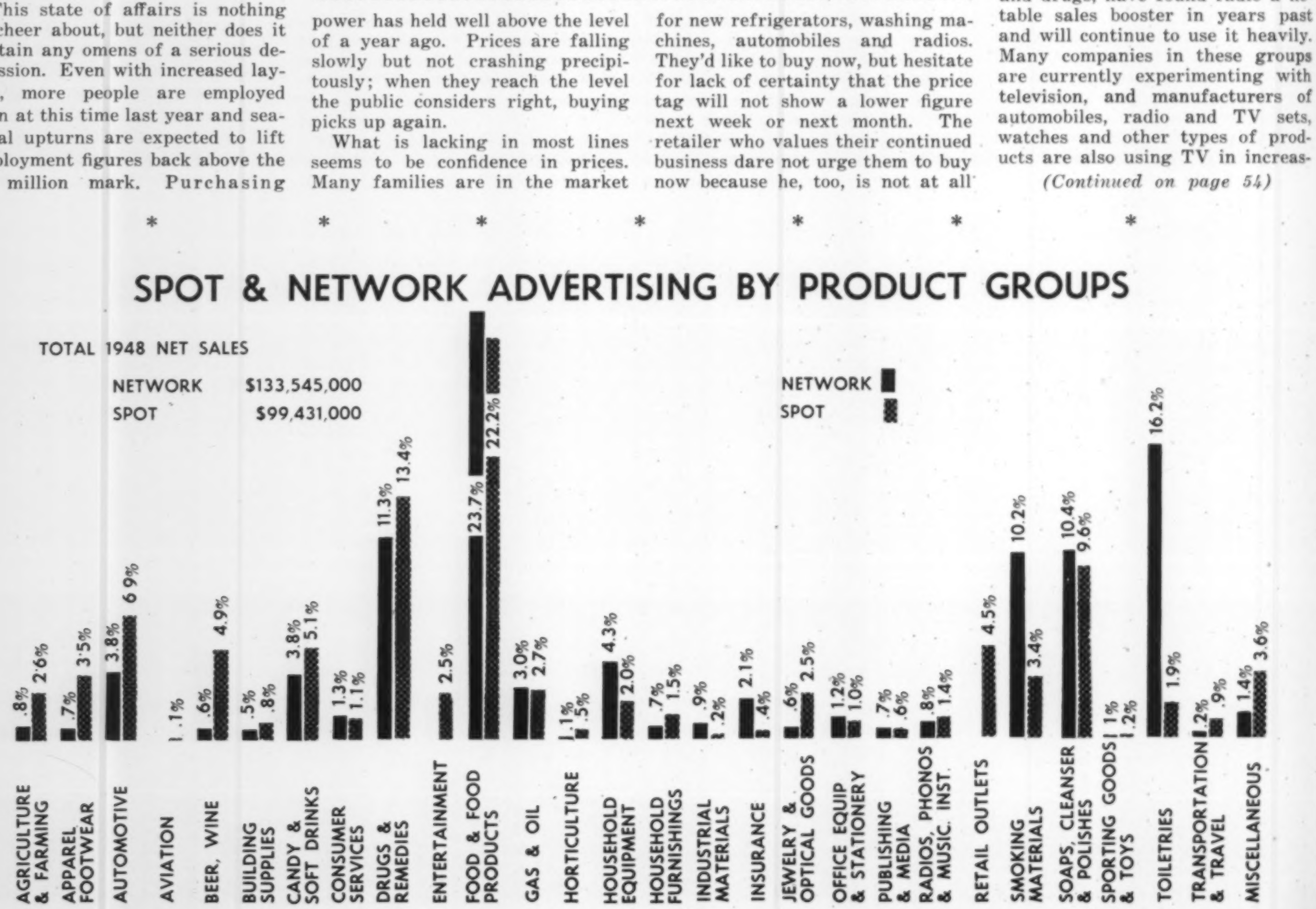
How those advertising dollars will be apportioned between broadcasting, aural and visual, and other media will vary among industries and among individual companies. The series of articles appearing on following pages of this issue attempts to review the use of radio and television during the past year by the various advertiser groups and to forecast their probable use of these broadcast media in the months ahead.

Makers of packaged products, such as foods, cigarettes, toiletries and drugs, have found radio a notable sales booster in years past and will continue to use it heavily. Many companies in these groups are currently experimenting with television, and manufacturers of automobiles, radio and TV sets, watches and other types of products are also using TV in increas-

(Continued on page 54)

* * * * * * *

SPOT & NETWORK ADVERTISING BY PRODUCT GROUPS



SPOT BUYING IN '48

Food, Drugs Top List

By ROBERT B. LUCE

PROBING DEEP into the complex anatomy of national spot radio in 1948, BROADCASTING has found it to be a highly diversified and vastly different creature than its worthy companion, network advertising.

Of the estimated $99,431,000 net revenue from spot business in 1948, $22,114,000 was spent by food and food product advertisers; $13,240,000 by drug and remedies accounts; $9,570,000 by soaps, cleansers and polishes, and $6,851,000 by automotive accounts.

Together, these top four advertisers accounted for 52.1% of all national and regional spot advertising.

These estimates of spot business by product groups were made by the Research Department of BROADCASTING from data obtained from all classes of stations throughout the United States.

Principal Similarity

The principal similarity in network and spot advertising revenue is in the fact that the leading user of time in both categories is food and food product advertising. In each case, about 23% of all time is purchased by this class of advertiser.

From that point, down the list of product groups, divergencies appear. Toiletries, second ranking advertiser on the networks, is far down the list of national spot advertisers. Drugs and remedies, which account for 13.4% of spot revenues, placed only 11.3% of network business in 1948.

Automotive advertising, which totalled about $6,800,000 in spot in 1948, or 6.9% of all spot time, represented only 3.8% of network time sales.

Beer and wine advertising, heavy in regional spot, accounted for 4.9% of all spot business, and less than 1% of network business.

Retail stores and shops, who rarely buy any network time for obvious reasons, have proven to be a $4,500,000 customer in the regional spot field.

On the other hand, tobacco advertisers, who spend 10.2% of all the money invested in network advertising, use only 3.4% of the spot revenues.

Apparel advertising is concentrated in the spot field, with a total of about $3,458,000 spent in 1948 on spot radio. This is 3.5% of all spot time; on networks, apparel advertisers spend less than 1% of the total.

Spot radio's biggest customers are a different group, in part, than network radio's number one purchasers of time.

It is apparent from the estimates of spot placements by product groups that spot advertising is a more diversified field than network radio. On the networks, more than 70% of all time bought is concentrated in the top five product groups. In spot, about 57% is in the top five categories, and the other 43% is spread among the remaining product groups.

In many cases product groups that account for less than 1% of network revenue are healthy buyers of spot radio time. Jewelry manufacturers and dealers who place more than $2,500,000 in spot advertising, or 2.5%, accounted for less than $900,000 in net revenues on networks.

With this in mind, it is reasonable to conclude that spot radio's economic base is a wide one. Instead of being a one- or two-industry town, it is a diversified town, with many industries pouring dollars into its till. As such, spot radio many be better able to hold its head above water if and when recession becomes widespread.

BREAKDOWN and analysis of the product groups will be found on the following pages:

Agriculture & Farming 55
Apparel 55
Automotive 59
Aviation 62
Beer, Wines, Liquor 62
Building Materials, etc. 64
Confectionery, Soft Drinks 66
Consumer Services 70
Drugs & Remedies 72
Entertainment & Amusements 74
Food & Food Products 76
Gas, Lubricants, etc. 90
Horticulture 96
Household Equip. & Supplies 102
Household Furnishings 104
Industrial Materials 106
Insurance 108
Jewelry, etc. 112
Miscellaneous 169
Office Equip. & Stationery 115
Publishing & Media 115
Radios, Phonographs & Musical Instruments 116
Retailers 120
Smoking Materials 122
Soap & Cleansers 124
Sporting Goods 130
Toiletries 132
Travel 169

Average Station Revenues

Breakdowns of spot business by local, regional and clear channel stations appear in the table below. Station managers, and others vitally concerned with spot radio business can judge, within limits, how they stand in contrast with the average station in their class by looking carefully at these figures.

It should be clear, however, that these are *averages* and that a local station in a big market will be at one end of the spectrum, while another station in a small market may be at the other end.

The big buyers of spot time appear to concentrate their buying in the clear channel and regional stations. Food advertising, the top spot buyer, accounts for 25.2% of the spot revenue of the average clear channel station, and only 10.3% of the revenue of a local station.

Drug advertisers, who place 13.4% of all spot business nationally, account for 4.9% of the local station's revenue from spot; 6.9% of the spot revenue of the hypothetical "average" regional station; and 17.3% of a clear channel station's revenues from spot.

In dollar terms, the clear channel stations are head and shoulders above the other stations in spot revenues. Average revenue from spot business on clear channel stations is $453,138 in 1948; on regional stations it is $78,737 and on local stations the average works out to about $14,433.

Using these as base figures, the table shows that auto advertising

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AVERAGE PER-STATION SPOT REVENUES BY PRODUCT GROUPS

(1948)

Product Group*	% of total National spot business	Local Stations		Regional Stations		Clear Channel	
		Dollar Revenue	% of total spot business	Dollar Revenue	% of total spot business	Dollar Revenue	% of total spot business
Agriculture & Farming	2.6	$ 330	2.3	$3,860	4.9	$7,250	1.6
Apparel, footwear, accessories	3.5	1,180	8.2	3,300	4.2	12,255	2.7
Automotive, Auto Accessories	6.9	1,280	8.9	6,290	8.0	10,360	6.7
Beer, Wine & Liquor	4.9	1,160	8.1	1,890	2.4	25,375	5.6
Confectionery & Soft Drinks	5.1	460	3.2	3,780	4.8	23,930	5.5
Drugs & Remedies	13.4	760	4.9	5,430	6.9	78,390	17.3
Entertainment & Amusements	2.5	230	1.6	1,180	1.5	13,140	2.9
Food & Food Products	22.2	1,490	10.3	14,172	18.0	114,190	25.2
Gasoline, Lubricants & Fuels	2.7	500	3.5	4,470	6.0	5,890	1.3
Household Equipment & Supplies	2.0	950	6.6	1,810	2.3	6,800	1.5
Household Furnishings	1.5	590	4.1	2,200	2.8	3,170	.7
Jewelry, Optical Goods & Cameras	2.5	330	2.3	2,750	3.5	9,510	2.1
Radios, Phonographs & Musical Instruments	1.4	970	6.7	1,260	1.6	4,080	.9
Retail Stores & Shops	4.5	750	5.2	5,040	5.4	18,120	4.0
Smoking Materials	3.4	170	1.2	2,200	2.8	17,200	3.8
Soaps, Cleansers & Polishes	9.6	700	4.9	8,660	11.0	42,590	9.4
Toiletries	1.9	170	1.2	1,650	2.1	8,160	1.8
Average revenues from all national & regional spot		$14,433		$78,737		$453,138	

*Product groups representing less than 1% of all spot business are omitted in this table.

Note: Estimates based on BROADCASTING Research Department Survey of National & Regional Spot Business for 1948.

* * *

Estimated in this table are the percentages of national & regional spot revenues in each product group for three classes of stations—those operating on local, regional and clear channel frequencies.

The first column shows the percentage breakdown in each product group for spot advertising as a whole.

* * *

The other columns show, first, average dollar revenues in each product group for each class of station.

The percent columns under each class of station show the percent of spot revenue received from each type of advertiser by the average station in that class.

Spot Accounts Active in 1948

(Accounts, by product names, with average number of stations used in each quarter of the year, based upon the monthly tabulation of the Rorabaugh Report on Spot Advertising for 1948.)

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
AGRICULTURAL				
Coconut Meal	3	3	3	3
Dunlop Challenger Feeds	1	1	1	—
Garst & Thomas Hybrid Corn	4	4	12	13
Kerr Baby Chicks	1	—	—	—
King's Crest Hybrid Seed Corn	20	9	3	14
Lick-A-Brick	14	14	—	—
Moorman Prod.	4	4	—	—
Murphy Feeds	10	10	18	18
Northrup Seeds	20	9	3	14
Pillsbury Feeds	4	4	—	—
Pilot Brand Oyster Shells	35	36	37	37
Pioneer Hy-Bred Corn	1	1	1	2
Sterling Feeds	20	9	3	14
Stern Nurseries	—	—	—	—
Swift & Co. (Agri. Research)	1	1	1	—
Swifts Plant Food	—	*	*	—
Velvet Green Plant Food	—	1	—	—
Weedone	—	—	7	—
AUTOMOTIVE				
Atlantic Gas & Oil	5	73	86	111
Chrysler Corp. (Inst.)	—	7	—	—
Chrysler Dealers	—	63	109	114
Conoco Gas & Oil	2	2	2	2
Esso Gas & Oil	42	42	42	42
Fisher Body Div. of Gen. Mtrs.	—	—	—	3
Ford Dealers	78	49	27	15
General Motors Inst.	12	13	13	13
Heet	12	—	—	—
Hollingshead Motor Rhythm & Zorbit	—	—	—	9
Johnson's Carnu	14	14	9	9
Keystone Auto Club	7	7	7	7
Lee Tires	29	32	34	32
Mobiloil & Mobilgas	10	8	13	21
Nash Motors	—	—	—	52
Oldsmobile Motor Cars	*	183	188	149
Phillips '66' Gas & Oil	29	32	34	31
Pontiac Cars	—	—	1	—
Prest-O-Lite Batteries	—	—	—	60
Pure Gas & Oil	1	2	2	2
Shell Gas & Oil	32	34	35	36
Siloo (Petroleum Solvent)	—	—	—	4
Standard Gas & Oil (Ind.)	21	21	21	32
Tavern Products	10	8	—	—
Texaco Gas & Oil	8	8	8	8
Tydol and Veedol	2	1	1	1
BEVERAGES—ALCOHOLIC				
Berghoff Beer	2	2	1	1
Beverwyck Beer & Ale	—	—	29	2
Burkhardt Beer	5	5	5	6
Cadillac Wines & Liquors	1	—	—	—
Carlings Black Label Beer	—	10	21	10
Carlings Red Cap Ale	4	73	126	61
Champagne Velvet Beer	46	37	25	23
Columbo Wine	2	2	2	2
Dawson's Beer & Ale	36	42	27	1
G & B Beer	1	1	1	—
Garrett Wines	—	—	—	4
Gibson's Golden Pheasant Wine	—	1	1	1
Gluek's Beer	10	10	16	15
Greisedick Beer	—	—	—	—
Hensler's Beer & Ale	2	—	—	—
Hyde Park Beer	7	3	2	—
Jax Beer	23	24	22	20
Krueger Beer & Ale	30	51	15	12
Noilly-Pratt Vermouth	—	—	1	—
Old Crown Beer & Ale	3	4	6	*
Old English Brand Ale	15	16	19	24
Old Reading Beer	3	1	1	1
Prior Beer	7	8	8	8
R & H Beer	2	2	12	6
Rainier Beer & Ale	16	17	17	17
Ram's Head Ale	7	8	8	8
Ruppert Beer & Ale	7	4	4	—
Sunshine Beer	2	2	—	—
Trommer's Beer	10	10	10	10
Utica Club Beer	16	16	19	24
Valley Forge Beer	7	8	8	8
Virginia Dare Wine	114	—	—	159
BEVERAGES—NON-ALCOHOLIC				
Aborn's Coffee	—	—	31	31
American Dry	—	—	1	—
Birds-Eye Orange Juice	6	26	40	—
Birely's Chukker	1	9	—	—
Birely's Fruit & Flavor Drink	—	—	21	17
Bliss Coffee	—	8	7	5
Borden's Instant Coffee	6	5	—	—
Bubble Up	1	—	—	—
Canada Dry Beverages (all prod.)	—	11	15	8
Canada Dry Sparkling Water	7	—	—	—
Clicquot Club Ginger Ale	13	5	5	3
Coca Cola	269	273	248	162
Coca Cola Bottling Co. of Minnesota	—	—	2	2
Coca Cola Export Co.	—	—	1	1
Coca-Marsh	1	—	—	—
Dr. Pepper Bottling Co. of Glendale & Los Angeles	—	—	—	—
Gurds Ginger Ale	—	2	—	—
Hires Root Beer	6	8	8	—
Kaffee Hag	3	3	3	3
Kik Cola	—	10	9	—
Kroger Hot-Dated Coffee	28	28	28	28
Liquid Apple	—	4	4	—
Martinson's Coffee	2	2	2	*

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* Account not recorded in this quarter.

Note: Where no stations are shown, average was less than 1 in that quarter.

(Continued on page 165)

Network Gross in '48

(Continued from page 52)

ing numbers. John K. West, vice president in charge of public relations of RCA Victor, last month estimated that advertisers will spend $25 million in the use of television this year.

This sum will not, however, be deducted from the revenue of sound broadcasting. With few exceptions, the major users of radio are financing their video advertising with new appropriations and not by curtailing their radio budgets. Most national advertisers queried by BROADCASTING at the end of 1948 about their plans for this year stated that their expenditures for radio time during 1949 would equal or exceed those of 1948.

Retailers in recent years have become radio's best customers, their combined purchases of radio time surpassing the combined billings of the four nationwide networks to national advertisers. The 1949 outlook is good here, too. Howard Abrahams, sales promotion director of the National Retail Dry Goods Assn., surveyed NRDGA member stores and found that on the average they plan to spend 5% more for radio this year than last.

Advertising plans can be changed, however, and the months ahead will find many eager space salesmen trying to switch money planned for radio into their printed pages. Changing economic conditions will also affect advertising plans, for better or worse. Probably the best insurance that 1949 will be another all-time high revenue year for broadcasting comes from the broadcasters themselves in answering BROADCASTING's latest TRENDS questionnaire on business conditions.

"Work like hell." "Get out and get." "Make calls and more calls." "Sell! Sell! Sell!"

Those were the broadcasters' answers. All they have to do now is follow their own advice.

Spot Buying in '48

(Continued from page 53)

accounts for about $1,280 in revenue on the average local station; $6,289 on region stations; and about $10,360 on a clear channel station.

Each product group analysis in this issue contains a table showing network *gross* billings in each product group for 1948-47 and 38. Next to it appear the *net* billings for national and regional spot revenues. To compare the two billings, take about 30% of the gross network figure.

These estimates were prepared from financial data obtained from a cross section sampling of all AM stations in the United States. The sample is correctly representative by city size, class of station, and geographical area.

Returns were totalled by an accounting firm, and results were analyzed and projected to the product groups estimates by the Research Department of BROADCASTING.

Class 1: . . . . . Agriculture

CLASS 1. AGRICULTURE AND FARMING

NETWORK (Gross) 1948 $1,531,531
1947 1,471,457
1938 167,243
SPOT (Net) 1948 $2,592,000 **

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
INTERNATIONAL HARVESTER CO. "Harvest of Stars" McCann-Erickson	Trucks, Farm Machinery	NBC-162-½ (Jan.-March) CBS-166-½ (March-Dec.)	$782,719 156,026 626,693	$628,995	....
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins	Farm Equipment	NBC-164-½	$421,280	$424,557	$67,236
RALSTON PURINA CO.* "Checkerboard Jamboree" Gardner Adv.; (eff. July) Brown & Bowers	Chow Products	MBS-201-1¼	$327,532	$417,905	....

* Expenditures in other product groups

** BROADCASTING estimate

Source: Publishers Information Bureau

"THE FARM market is a twin market," writes Dr. Vergil Reed, associate director of research for J. Walter Thompson Co., in an analysis of that market published by the agency in February.

"The twins," he continues, "are by no means identical, yet they are Siamese, and inseparable. One is a *consumer* market. The other is an *industrial* market."

Only the latter market is depicted in this section of our report of the various types of advertising that support the American system of broadcasting. That farmers comprise a good market for all types of consumer goods is amply proved by the successful record of the many broadcasting stations serving rural America, but in a study of this nature it is not feasible to attempt to break down a broadcast campaign for candy bars, for example, by urban and rural appeals. It is enough to state that the radio accounts here noted are those concerned with the farmer's professional or, to use Dr. Reed's term, "industrial needs."

This is a relatively small part of the broadcasting business, including only three network advertisers, as the accompanying table shows, and not many more spot advertisers reported either in recent issues of BROADCASTING or the Rorabaugh Reports on Selective (spot) Advertising. The current spot advertisers include Nicoll-Talcott Corp., New England distributor for Ford Tractors, sponsoring *Maine Farm Topics*, thrice-weekly, 30-minute program, on four stations in that State, and North Eastern Supply Co. (farm equipment), using farm programs in New York and New England. International Harvester Co. on April 3 moved *Your Harvest of Stars* back to Sunday afternoon and NBC after a year of Wednesday nights on CBS.

Armour Fertilizer Works uses daily announcements on four Carolina stations; Cargill Inc. (feeds) sponsors Nutrema Hi Flyers on Texas State Network; Ranch-Way Feeds sponsors *Mile High Farmer* on KOA Denver; El Dorado Oil Works uses spots on three California stations for Coconut Meal; Murphy Products Co. promotes its feeds with 5-, 15- and 30-minute programs on 18 midwestern stations; Oyster Shell Products advertises Pilot Brand Oyster Shells with announcements on 37 stations.

In February Swift & Co. started a spot campaign on WHO Des Moines for its hatcheries and Unadilla Silo Co. began using spots on four New York State stations. Two makers of weed and insect sprays, Speedy Mfg. Co. and Sodak Mfg. Co., have announced plans to use radio, as has Woodard-Scroggs (feed concentrate). National advertising for Ford tractors and Dearborn farm equipment will be increased 20% this year, with dealer advertising under a cooperative plan to be doubled, according to M. D. Hill, general sales manager of Dearborn Motors Corp. The total promotion for this company's products, which will exceed $2 million in 1949, was not broken down by media.

Television's small circulation among rural residents as yet is reflected in the use of TV advertising in this field, only two local accounts being reported in February. The extent of the use of sound broadcasting by local dealers in farm supplies is unknown, but it may be indicated by the fact that they account for only nine of the more than 1500 local sponsors of network co-op programs.

Leading farm equipment manufacturers reported 1948 as their best peacetime year, far ahead of 1947 both in gross sales and net profits. For the first time since the war a normal supply of these goods is on hand and farmers may buy them without delay, a situation that should produce increased competition and increased advertising.

The February drop in prices paid for farm produce, which stood at 258 on the Agriculture Department index, 10 points below January and compared with 279 in February 1948 and the record 307 in January 1948, may not seriously curtail the national farm purchasing power during 1949. The possibility that this may be the last year when unrestricted planting of cotton, wheat and corn and also the last year of Government support at wartime levels is expected to lead to bumper crops even surpassing the 1948 production. Then, crop increases offset price drops to keep the aggregate farm income at the 1947 level, and the same may well happen in 1949.

Class 2: . . . . . Apparel

KEENER COMPETITION among clothing manufacturers and retailers and more aggressive advertising is almost the only certainty in this uncertain industry.

While department store sales were up 5% for the year 1948 over 1947 and dry goods sales up 3%, according to Census Bureau figures, the same source reported decreases of 5% for men's and boy's clothing, 1% for family clothing, 5% for shoes, 5% for women's accessories, 8% for custom tailors and 7% for furriers. In the entire apparel list, only women's ready-to-wear had increased sales in 1948 over 1947, a 3% gain. March sales in 1949 are behind those of a year ago, but the fact that Easter is April 17 this year in contrast to a March 28 date in 1948 probably explains most of the lag.

TV ADVERTISERS

Class 2. Apparel, Footwear & Accessories

Month	Net	Spot	Local	Total
July	—	—	—	15
Aug.	—	7	17	24
Sept.	3	10	31	44
Oct.	3	18	36	57
Nov.	3	39	44	86
Dec.	3	28	50	81
Jan.	3	22	51	76
Feb.	4	20	54	78

Source: Rorabaugh Report on Television Advertising

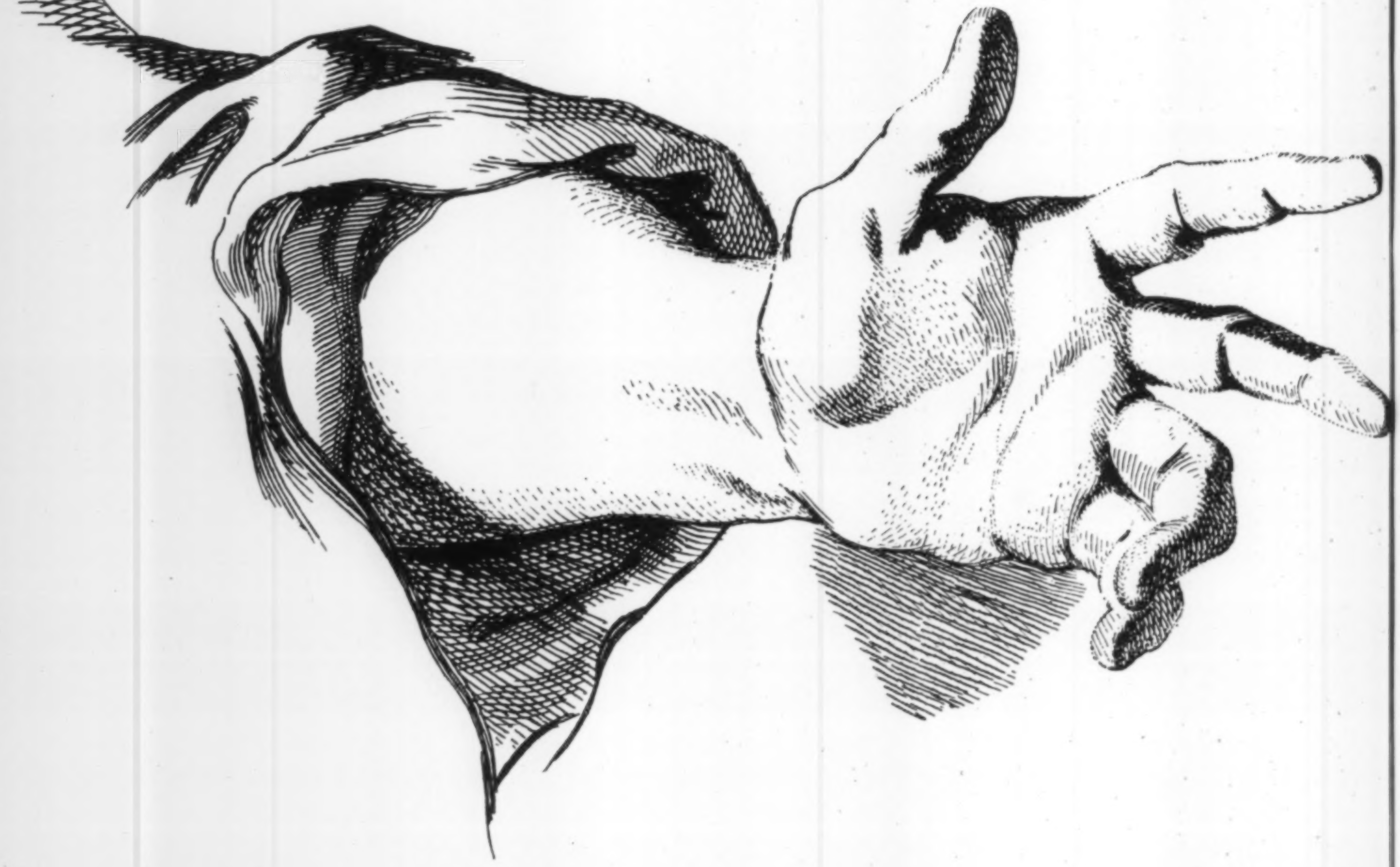
However, retailers are being extremely cautious about buying any more merchandise than enough for their immediate needs, and this in turn is affecting manufacturers. Where prices are down, retailers are waiting for further cuts. Shirt production has dropped 30% below last year's level; rayon companies have cut production sharply, laying off workers or shortening the work week. In both cases retailer unwillingness to buy is blamed. Buying of woolens is almost at a standstill, with retailers and tailoring firms apparently waiting for a price break, despite a certain reduction in the new wool crop as a result of the loss of sheep in last winter's severe storms, which woolen manufacturers say will make any price reduction impossible.

Only seven apparel advertisers used time on the major networks during 1948: those which show in the table and Clear Weave Stores. This company advertised its apparel products with *The Storyteller*, weekly five-minute show, on 14 ABC stations, starting in November, spending $2,304 for time in 1948. On Jan. 19, Brown Shoe Co. sponsored the presentation of the Sport Magazine awards as a one-time broadcast on MBS. Jan. 15, Dr. A. Posner Shoes Inc. started *Big 'n' Little Club* on three ABC stations, and plans to expand the network to at least 30 stations shortly.

Spot campaigns currently sponsored by clothiers include: Canadian Fur Trapping Corp., using 95 announcements, 61 ten-minute and 16 quarter-hour programs a week on five stations in the New York metropolitan area; Cooper's Inc. (shorts), with six 15-minute and three 10-minute periods a week on WEEI Boston; Crosby Clothes (men's clothing chain), spots on eight stations; Goodyear Tire & Rubber Co. (Rubber shoe products), chain breaks on 87 stations; Robert Hall Clothes (men's clothing chain), programs and spots in cities where Hall stores are located; National Shoe Stores, programs

(Continued on page 59)

what makes WOR the greats



station that it is?

being a more or less non-statistical interpretation
of the varied qualities that make WOR a formidable force
in the lives of the majority of 36,000,000 people

Let us, to dispel any accusations of self-styled grandeur, open this piece by stating —WOR's use of the term "great" in the headline above is like an old vet's reference to a medal won. It's an inherent American characteristic to shrug off honors, social, athletic or otherwise, and the term "great" has long acquired the fine white beard of most superlatives. So, WOR uses the word "great" with caution, but also with a justified swelling of the chest. For these reasons . . .

Technically—WOR is a showpiece of advanced and intricate design. Year in and year out, hundreds of engineers and students of electronics from Switzerland to Batavia to Great Britain visit the station's vast 50,000 watt transmitter in Carteret, New Jersey, and do "post graduate work" at its shops in New York. There they talk to men such as Charlie Singer and Paul Reveal and Dick Davis and . . . oh, a score more of talented technicians. They're quiet men, these WOR engineers; very calm and very sure. Yet, they deal with a veritable Oak Ridge of giant tubes and hissing coils and the low, lion-like purr of multi-metered boards.

That's one reason why WOR is "great"; i. e., a superb technical plant, guarded and geared by skilled engineers; built with the accuracy of a Swiss watch to deliver any message to the greatest concentration of all kinds of people in the United States—36,000,000 people, in 18 states, from Canada to Georgia.

Programming—Since its founding in 1922, there has been a "gypsy" flair to WOR's programming. While sound sampling of public opinion—through such organizations as Hooper, Crossley, Nielsen, etc.—governs a great deal of its moves, WOR has not lost a grain of respect for "instinctive showmanship." WOR has long believed that talent cannot be slideruled, whether program, artist or idea. Like a good chef, one must take chances, and for every soufflé that deflates, there's one that dazzles. That's why WOR has men on its staff like Robert Simon, Don Hamilton, Norman Livingston, Roger Bower, Bob Brewster and a dozen more. They're products of and advocates of "show business." They audition new talent ceaselessly; come up with radio rockets like "Nick Carter," "Juvenile Jury," "Tello-Test," "Barbara Welles" and a string of other hits. You're right, some of their

Continued)

finds are not Bennys or Crosbys, but you'd be amazed at the hundreds of thousands who follow these artists and the results they achieve for people who want to sell.

That's another reason why WOR is "great"; i. e., the staff and the talent, to unearth talent and build shows that warm the heart and inform the mind; shows that produce maximum results at the second lowest cost per thousand homes reached of any station in the United States. Yes, that's it, shows that hold and mold the hearts and minds of millions of listeners and build businesses for advertisers.

Executive—Like any business, WOR has an executive staff, but don't think of high beaver hats and cutaways when you think of WOR's "brass." WOR's executive staff is as integral a part of engineering and programming and promotion and research as the men who handle the tools. In fact, a majority of the men who handle the "tools" are top executives. They're showmen, too, and they come from varied fields—marketing, university staffs, book and magazine publishers, newspapers and even—even—hold on—a papier-maché plant. There's a rare vitality of mind about these men; a sense of anticipating a world to be made rather than a world that's been achieved. In case this might sound too altruistic, let's qualify it—they work and live with mediums that are mercurial, radio and television; you can't stand still on *those* things.

BUT—let's not forget the other 300 people who make WOR. They are the stenographers and secretaries and script writers; they are the sound effects men and the draftsmen and the receptionists and the porters. Yes, they're the salesmen, and the mailboys, and the messengers who speed errands from all points of greater New York. They're the music library and the people who record voices and the announcers, producers, news writers and telephone operators.

They're a *vital* reason why WOR is "great," for WOR—like any business—is people, and it's extremely aware of its people, for the word "great" dissolves like heated wax if it isn't supported by the people who make it—just that, "great."

NOTE—WOR has run this advertisement in the interest of its millions of listeners, its staff, and the hundreds of advertisers who use this great American station's power from day to day and week to week. It endeavors to interpret WOR as a personality, a tapestry of people, a place of varied and sometimes unduplicated talents. And, most sincerely, a description of one symbol that personifies everything that a great country is and will continue to be.

WOR

—one of America's great stations

WOR—key station of the world's largest network, MUTUAL

Class 2

(Continued from page 55)

and announcements on seven stations in metropolitan New York.

Outstanding among the many local apparel advertisers on the air is Rice's Fashion Corner, Norfolk women's store, sponsoring all the weekday evening hours on WLOW-FM Norfolk, 5-11 p.m., Monday through Saturday, 36 hours a week.

Television, even without color, is heavily used by apparel advertisers, the February TV Rorabaugh Report listing four network, 20 spot and 54 local sponsers in this class. Current network advertisers include: Bates Fabrics (women's wear), using a weekly 20-minute musical show on NBC; A. S. Beck Co. (shoes), weekly half-hour on NBC; Cluett, Peabody & Co. (Arrow shirts, ties), weekly half-hour on NBC; Disney Inc. (hats), 10-minute weekly news review on NBC; A. Stein & Co. (Paris garters), 15-minute weekly sports quiz on ABC; Textron Inc. (lingerie), weekly half-hour comedy drama on NBC; U. S. Rubber Co. (Keds), Kid's show, five quarter-hours, one half-hour a week on CBS.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

NETWORK (Gross) **1948 $1,431,589**
1947 1,526,339
1938 350,977

SPOT 1948 $3,458,000 ** (Net)

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
BROWN SHOE CO.			$425,204	$422,868	....
"Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett & Co. Inc.	Shoes	NBC-161-½			
FRANK H. LEE CO.			$404,195	$369,196	....
"Drew Pearson" William H. Weintraub Co.	Mens Hats	ABC-256-1¼			
TRIMOUNT CLOTHING CO.			$318,792	$266,966	....
"Sherlock Holmes" William H. Weintraub Co.	Clipper Craft Clothes	MBS-266-½			
PIEDMONT SHIRT CO.			$196,405	....	....
"William L. Shirer" William H. Weintraub Co.	Wings Shirts	MBS-340-¼ (10 mos.)			
TEENTIMERS INC.			$67,014	$143,220	....
"Teentimers Club" Buchanan & Co.	Dresses	MBS-85-½ (10 mos.)			
MODE O'DAY CORP.			$17,684	....	....
"Surprise Package" Glasser Gailey Inc.	Dresses	ABC-20-½ (2 mos.)			

Source: Publishers Information Bureau

** BROADCASTING estimate

Leading video spot advertisers in the apparel group include B.V.D. Corp. (men's wear), using cartoon jingles on 11 TV stations; Botany Mills (Ties), half-minute film spots on seven stations; Handmacher-Vogel (women's suits), three spots a week on 26 stations; Celanese Corp. (fabrics), two spots a week on 26 stations. Goodall Co. (summer suits) is sponsoring a five-minute series of golf instructions on WNBQ Chicago and offering the film to dealers for local use. Catalina Inc. (swimsuits) has series of six one-minute and one ten-minute films to be released to dealers during the swimming season.

Class 3: . . . . . Automotive

MEETING the impending buyers' market more than halfway, the automotive industry has turned to radio for help in making 1949 a record year for motor sales. By network, spot and local campaigns, in sound broadcasting and television, the motor makers are making sure that no listener or viewer remains ignorant of the supreme qualities of their new models.

In late February and March alone, broadcasters sold more than $1 million worth of time for advertising the new cars. Chrysler Corp. used 26 announcements on each of about 350 stations in 24 markets in a one-week Mid-March drive for the new Plymouth. It promoted Dodge sales in a four-week campaign starting late in February and comprising 14 announcements weekly on nearly 300 stations and put on a two-week intensive spot drive for De Soto cars the first part of March. Meanwhile, the continuing campaign for Chrysler cars, using the five-minute five-a-week *Animal World Court*, was expanded to include the use of more than 140 stations.

Ford Motor Co. on Feb. 21 started a four-week spot campaign using 12 announcements a week on stations in selected markets. Also in February, General Motors Corp.'s Pontiac Division began using announcements on 73 stations, while GM's Oldsmobile Division continued its announcements on 136 stations.

Networkwise, the major automotive addition came on Jan. 2, when Kaiser-Frazer Sales Corp. assumed sponsorship of Walter Winchell's Sunday evening news commentaries on ABC under a two-year contract reportedly exceeding $2.5 million for time and talent. This was largely responsible for boosting the network gross time sales in the automotive class to $782,347 in January, compared with the gross of $692,686 for January 1948, according to PIB.

Network automotive advertisers during 1948, in addition to those listed in the table, included: Champion Spark Plug Co., sponsoring *Champion Roll Call*, 5-minute weekly sports show, on ABC, with time charges of ($252,619); Fruehauf Trailer Co., *This Changing World*, 15-minutes a week, ABC, starting in June ($125,497); Goodyear Tire & Rubber Co., *Greatest Story Ever Told*, half-hour Sunday program, ABC ($541,500); Studebaker Corp., *Bob Garred*, three quarter-hours a week on a CBS western hookup ($66,756); Western Auto Supply Co. (accessories), *Circle Arrow Show*, weekly half-hour, NBC ($201,696).

S. C. Johnson & Son (Carnu), sponsored Dizzy Dean for 15 minutes a week on NBC (July-Sept.) ($65,580); Tucker Corp. (cars), had *Speak Up America*, weekly quarter-hour, on ABC (Apr.-June) ($66,618); U. S. Rubber Co. (tires)

(Continued on page 60)

CLASS 3. AUTOMOTIVE & ACCESSORIES

NETWORK (Gross) **1948 $7,696,776**
1947 6,599,870
1938 3,904,468

SPOT 1948 $6,851,000 ** (Net)

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
FORD MOTOR CO.			$1,629,082	$908,970	$1,052,875
"The Ford Theatre" Kenyon & Eckhardt	Automobiles	NBC-162/CBC-1 (Jan.-June)	565,553		
"The Fred Allen Show" J. Walter Thompson	"	NBC-166/CBC-½ (10 mos.)	670,134		
"The Ford Theatre" Kenyon & Eckhardt	"	CBS-170/CBC-1 (Oct.-Dec.)	393,415		
GENERAL MOTORS CORP.*			$1,152,894	$1,064,387	$143,733
"Soap Box Derby" Campbell-Ewald	Chevrolet Cars	CBS-164-¼ (one time)	7,490		
"Fisher Body Craftsman's Guild Awards" Campbell-Ewald	Institutional	ABC-35-¼ (one time)	4,134		
"Henry J. Taylor" Kudner Agency	Institutional	MBS-468-½	1,021,270		
		ABC-275-¼ (Dec.)	23,096		
"Election Returns" Campbell-Ewald	Chevrolet Cars	NBC-163-12 (one time)	120,000		

* Expenditures in other product groups

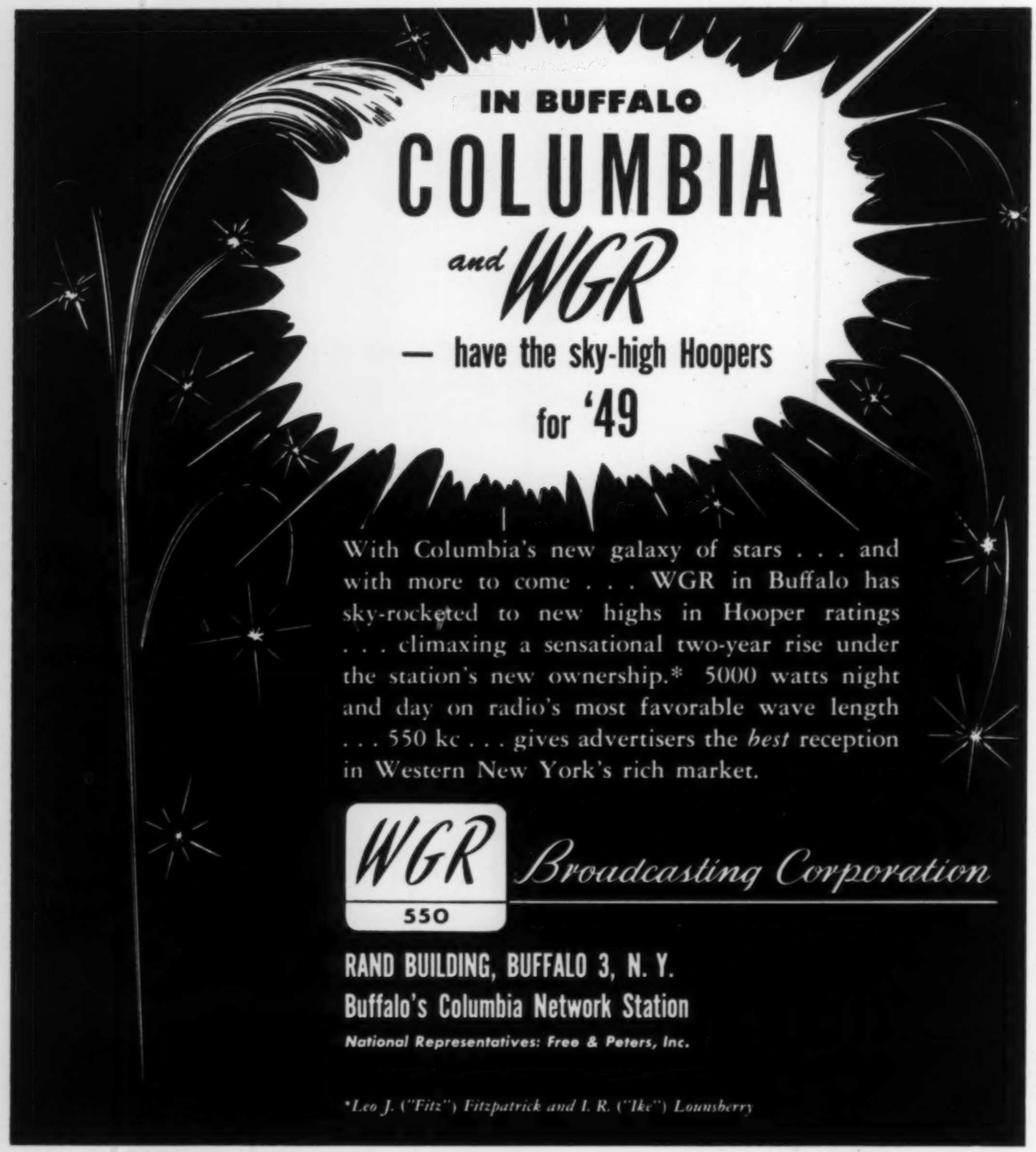
(Continued on page 60)

** BROADCASTING estimate

Class 3 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Week	1948	1947	1938
KAISER-FRAZER CORP.			$957,698	$244,114	....
"Election Returns" William Weintraub	Automobiles	ABC-256-12 (one. time)	82,000		
"Adventure of the Thin Man" William Weintraub	"	MBS-477-½ (Oct.-Dec.)	172,182		
"Meet the Boss"	Automobiles	MBS-484-½ (Oct.-Dec.)	171,715		
"Newscope" Swaney, Drake & Bement	"	MBS-453-½ (Jan.-April)	346,023		
		MBS-75-¼ (Jan.-May)	185,788		
ELECTRIC AUTO-LITE			$904,413	$891,974	....
"The Dick Haymes Show"; "Suspense" (eff. July) Ruthrauff & Ryan; eff. July, Newell-Emmett	All Products	CBS-163/CBC-½			
CHRYSLER CORP.			$819,297	$231,717	$1,003,612
"Christopher Wells"; eff. June 29, "Hit the Jackpot" BBDO	Plymouth & De Soto	CBS-166-½			
FIRESTONE TIRE & RUBBER CO.			$776,163	$786,177	$635,206
"The Voice of Firestone" Sweeny & James	Tires & Tubes	NBC-140-½			

Source: Publishers Information Bureau



IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

Class 3

(Continued from page 59)

sponsored a one-time 15-minute broadcast of the Winter Olympics on Mutual ($10,252); Nash-Kelvinator Corp. (Nash cars) sponsored the election returns on CBS ($86,-250); Perfect Circle Co. (piston rings) sponsored the Memorial Day Indianapolis Speedway Race on MBS ($17,335), which it will do again this year for the fourth consecutive time.

Fram Corp. (automotive filters) in March began *Sports Thrills of the Week*, 5-minute Saturday series, on MBS, as the second new automotive network sponsor of 1949.

Automotive accessory firms currently using spot radio include: Glostex Products (Gaylark auto seat covers) expanding its Midwest campaign to both coasts; Pep Boys (auto accessories chain), announcements in West Coast cities where stores are located; Keystone Automobile Club, spots and programs on seven East Coast stations.

The use of radio by local auto and accessory dealers is not a matter of record but its extent can be gauged by the sponsorship of network co-op programs by 282 such companies, according to the latest figures. This group has also gone enthusiastically into television, accounting for 89 local TV advertisers in February.

Video spot campaigns on the air that month advertised De Soto, Ford, General Motors, Lincoln, Mercury, Packard and Pontiac automobiles, Trubilt trailers and Wettlaufer Mfg. Corp. (automobile designer). Since then United States Rubber Co. has begun an announcement campaign on 26 TV stations for Royal Air Ride Tires. Nuffield Organization, English manufacturer of Morris cars, is planning to use television to advertise them to the American public.

The major automotive companies are also making extensive use of network television. General Motors, already sponsoring 30-minute *Chevrolet Tele-Theater* Monday on NBC and the quarter-hour *CBS-TV News* twice weekly for Oldsmobile, is adding a Wednesday evening 60-minute program for Buick on CBS. Ford televises *Ford Theater* for a Monday evening hour a month on CBS, using half-hour *Magic Crystal* programs

(Continued on page 62)

TV ADVERTISERS

Class 3. Automotive, Accessories, Equip

Month	Net	Spot	Local	Total
July	—	—	—	22
Aug.	2	2	41	45
Sept.	2	2	27	31
Oct.	2	3	56	61
Nov.	2	6	66	74
Dec.	3	8	67	78
Jan.	4	7	63	74
Feb.	4	10	89	103

Source: Rorabaugh Report on Television Advertising

Make A Name For That Product with the NO NAME SHOW

Bill Gordon's Morning Sales Maker

Monday through Fridays

9:30 to 9:45 a.m. segment CST

WHHM	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
4.8	4.1	3.1	2.1	1.3	0.0	0.0

Source: Latest Hooper Continuing Measurement

WHHM

Independent—but not Aloof

MEMPHIS, TENNESSEE

Patt McDonald,
Manager

Member
Association of
Independent
Metropolitan Stations

Ask Forjoe & Co. for this and other segments

CLASS 4. AVIATION & ACCESSORIES		
NETWORK	**1948**	....
SPOT	**1948**	..............**$109,000***

***BROADCASTING estimate**

Class 4: Aviation

STINSON DIVISION, Consolidated Vultee Aircraft Corp., has been buying weekly participations in the *Thrills in Sports* program on KTLA(TV) Los Angeles, first use of any form of broadcast advertising by any airplane company in recent years. No use of AM or FM broadcasting for airplanes was reported during the opening months of 1949 nor for all of 1948. Airline advertising is included in Class 28, Travel, Transportation & Resorts.

Class 5: ..... Beer, Wines

AMERICAN brewers are expected to spend at least $10 million for advertising by radio and TV this year, just about double their expenditures for these media in 1947 and 1948.

That estimate is based on information received by the United States Brewers Foundation, which credits the increased appropriations chiefly to the increased interest in television. In February, certainly not the height of the beer-drinking season, the Rorabaugh TV Report showed 57 brewery sponsors of video programs and spots.

"Sporting events are the major type of television programs sponsored by breweries," the Foundation statement to BROADCASTING continues. "An idea of the video potential as a brewery advertising medium may be gained from the fact that New York breweries alone will jointly spend more than $1 million in 1949 in telecasting Brooklyn Dodger and New York Yankee baseball games. As additional television stations are set up in the US, the list of brewery sponsors is expected to be increased accordingly."

In addition to the New York breweries referred to: F & M Schaefer Brewing Co. sponsoring the Dodgers home games on WCBS-TV New York and P. Ballantine & Sons the Yankees home games on WABD(TV) New York, four other breweries had signed for baseball telecasts in five cities by mid-March. They are: Burger Brewing Co., sponsoring Cincinnati Reds on WLWT(TV) Cincinnati at the beginning of the season, switching to WCPO-TV Cincinnati later on; Goebel Brewing Co., Detroit Tigers on WWJ-TV Detroit and Chicago Cubs on WENR-TV Chicago; Griesedieck-Western Brewing Co., St. Louis Cardinals on KSD-TV; Galveston-Houston Breweries, local team on KLEE-TV Houston.

Ballantine also sponsors weekly *Tournament of Champions* boxing matches on a 5-station CBS-TV East Coast hookup. Edelbrew Brewery sponsors a quarter-hour of ABC's hour-long weekly *Bowling Headliners* on four eastern stations. Other brewery TV sports sponsors include: Atlantic Brewing Co., wrestling; Barbey's Inc., *Sportsman's Show;* Magnus Beck Brewing Co., sports films; Berghoff Brewing Corp., boxing; Brewing Corp. of America, sports films; Galveston-Houston Breweries, wrestling; Gettleman Brewing Co., wrestling; Globe Brewing Co., boxing, basketball; Wm. Gretz Brewing Co., *Sports Scrapbook;* Griesedieck-Western Brewing Co., hockey, basketball, boxing; Gunther Brewing Co., basketball; Home Brewing Co., sports programs; Hudepohl Brewing Co., various sports pickups from Cincinnati Gardens; Hull Brewing Co., boxing; Jackson Brewing Co., *Outdoors in Louisiana;* G. Kreuger Brewing Co., boxing; National Brewing Co., wrestling, basketball; Pabst Sales Co., hockey; Pittsburgh Brewing Co., *Sports Album;* F. & M. Schaefer Brewing Co., hockey; George Stein Brewery, wrestling; George Wiedemann Brewing Co., wrestling, boxing, *Sportseye.*

"While the emphasis is on competitive sports as a natural attraction for the average beer and ale

(Continued on page 64)

Class 3

(Continued from page 60)

the other Mondays on that network. Lincoln-Mercury Dealers also sponsor *Toast of the Town* for an hour each Sunday.

Firestone Tire & Rubber Co. continues *Americana*, half-hour Monday evening historical quiz, on NBC. Electric Auto-Lite Co. is now televising *Suspense* for a Tuesday night half-hour on CBS in addition to its sound broadcast of the program. B. F. Goodrich Co. this month started *Celebrity Time* as a Sunday evening half-hour series on ABC's video network.

THE BRANHAM COMPANY

representing

RADIO

WMOB	Mobile, Ala.
WLAY	Muscle Shoals, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
KBYE	Oklahoma City, Okla.
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

CLEAR-CHANNEL PUBLIC SERVICE IS A WORLD INFLUENCE FOR PEACE AND HUMANITY

In its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a *continuing* service we have now been rendering for *over three consecutive years:*

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, "The Billboard." WHO listeners *in 39 states* responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has *continued.* To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now *(480 programs later!)* the response is *still strong and steady!*

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

CLASS 5. BEER, WINE & LIQUOR

NETWORK (Gross)			SPOT (Net)	
1948	$1,116,697		1948	$4,876,000**
1947	1,987,291			
1938	327,237			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PABST SALES CO.			$760,963	$749,499	....
"The Eddie Cantor Show"; "Adventures of the Thin Man" (June 22-Oct.) Warwick & Legler	Beer	NBC-150-½			
WINE GROWERS GUILD			$171,576	$442,516	....
"Murder & Mr. Malone"; "The Amazing Mr. Malone" (eff. April 24) Honig-Cooper Co.	Guild Wines	ABC-63-½ (Jan.-May)			
FALSTAFF BREWING CO.			$127,860	....	$125,232
"Music from the Heart of America" Dancer, Fitzgerald & Sample	Beer	NBC-33-½ (Feb.-Dec.)			
P. BALLANTINE & SONS			$56,298	....	....
"Prize Fights" (3) J. Walter Thompson	Beer & Ale	MBS-405-369-407 to conclusion			

Source: Publishers Information Bureau

** BROADCASTING estimate

Class 5

(Continued from page 62)

consumer, a few breweries also have turned to variety and other types of programs," the Brewers Foundations points out. These include: Bavarian Brewing Co., sponsoring *Midwestern Hayride* for an hour a week; Dixie Brewing Co., 10-minute news shows five nights a week; Fort Pitt Brewing Co., two 5-minute newsreels weekly; Frankenmuth Brewing Co., *Barbershop Quartette*, weekly quarter-hour; Christian Heurich Brewing Co., *Senate Get Together*, weekly half-hour; Hudepohl Brewing Co., weekly 20-minute newsreel; Hornung Brewing Co., *Beauty on Parade*, weekly quarter-hour; George Stein Brewery, 20-minute weekly dramatic and variety programs in addition to wrestling.

Breweries using TV announcements include: Acme Breweries, American Brewery, Atlas Brewing Co., Bredenberg Distributing Co., Canadian Ace Brewing Co., Duquesne Brewing Co., E & B Brewing Co., Otto Erlanger Brewing Co., Esslinger's Inc., Falstaff Brewing Corp., Frank Fehr Brewing Co., Haffenreffer & Co., Independent Milwaukee Brewery; Leisy Brewing Co., Narragansett Brewing Co., O'Keefe's Inc., Piel Brothers, Schmidt Brewing Co., Tennessee Brewing Co.

"Brewers are concerned with many problems of producing and presenting effective TV commercials that are in good taste and yet are striking," the Foundation states. "Many a trade mark, they have found, needs redesigning for TV effectiveness, since some patterns, such as checks and stripes, mottle on the video screen. Some brewers have had to rework their labels in order to get a sharply defined logotype that would telecast clearly.

"Although television has taken the glamour spot for many beer brands, it is not expected that there will be any serious departure from radio sponsorships in the near future," the Foundation continues. For example, of the brewery TV baseball sponsors, Burger is also sponsoring AM broadcasts of the Reds games on WCPO Cincinnati; Ballantine has the Yankees on WMCA New York; Schaefer is co-sponsoring the Dodgers with General Foods on WMGM New York; Goebel will sponsor the Tigers on a 28-station hookup; Griesedieck is lining up more than 50 stations to carry the Cardinals broadcasts. In addition, Narragansett Brewing Co. is co-sponsoring broadcasts of the Boston Braves and Red Sox games on a New England hookup with Atlantic Refining Corp.

TV ADVERTISERS
Class 5. Beer, Wine & Liquor

Month	Net	Spot	Local	Total
July	—	—	—	32
Aug.	—	30	—	30
Sept.	—	36	—	36
Oct.	1	37	—	38
Nov.	—	35	2	37
Dec.	—	27	2	29
Jan.	1	39	1	41
Feb.	1	54	2	57

Source: Rorabaugh Report on Television Advertising

Miller Brewing Co. will join Pabst and Falstaff as AM network sponsors June 6, when it starts Lawrence Welk's orchestra in a 13-week half-hour series on an ABC midwestern network of at least 20 stations.

Spot advertisers, other than the baseball sponsors, include: Altes Brewing Co., using California stations in a $50,000 campaign started March 1; Beverwyck Breweries, announcements and quarter-hours on 19 stations in New York and New England; Brewing Corp. of America, announcements and programs on 23 stations; General Brewing Corp., widespread spot campaign throughout western states; Gluek Brewing Co., quarter-hours and announcements on 11 stations; Jackson Brewing Co., programs on 21 stations; Rainier Brewing Co., announcements on 17 West Coast stations; Terre Haute Brewing Co., programs and announcements on 20 stations; John F. Trommer Inc., spots and programs on 15 East Coast stations; West End Brewing Co., spots and programs on 15 northeastern stations. Scores of brewers sponsor campaigns on five stations or less, including more than 40 who use network co-op shows in their communities. All the preceding figures are based on February broadcasts and can be expected to expand as the temperature rises.

Noting that "brewers are wary of forecasts" about business prospects, the United States Brewers Foundation points out that "sales for 1948 totaled 84,410,419 barrels, which was 2.6% less than the record total of 87,076,141 compiled in 1947.

"Future beer sales, however, will depend as in the past more on individual income than on any other factor. According to government analysts, approximately 2% of the nation's disposable income (after tax payments) was spent on beer and ale purchases in 1946, last year surveyed."

American consumption of wines is a very small percentage of the beer and ale volume and the amount of wine advertising is proportionately small. The Wine Growers Guild dropped its ABC network series last spring, accounting for the drop in network beer and gross wine time billings from $114,915 in January 1948 to $70,476 in the first month of this year. The only major spot radio campaign for wines is that of Garrett & Co., which in February resumed spots for Virginia Dare Wine on 105 stations.

Napa Valley Grape Products uses numerous spots on two New York stations for Colombo wines with Italian audiences (WHOM, WOV). Gibson Wine Co. has 12 spots a week on WJOM Cleveland. Bisceglia Brothers Wine Corp. last fall embarked on an introductory campaign for its "Junior Jug" bottles of wine, planning to spend about $150,000 in a year in eastern markets, and Fruit Industries at that time started announcements on Louisiana stations for Dolly Madison Wine. Geneles-Lenger Wine Corp. in March was planning an intensive spot campaign for Passover wines.

Like brewers, vintners have begun to use television, albeit on a smaller scale. Only network video sponsor is Wine Advisory Board, for California Wine Growers, which co-sponsors the Dione Lucas cooking demonstrations with Scott Paper Co. on CBS-TV. Wine Growers Guild uses announcements on two TV stations; Austin, Nicho Co. (Moquin Wine) and Garrett & Co. (Virginia Dare) on one station.

"...plan is splendid, and we are glad we happened to be one of the first to become associated with you in this program."

WCYB
Bristol, Va.

FOR DETAILS SEE PAGE 31

Class 6: . Building Materials

OUTPUT of building materials hit an all-time high in 1948, appproximately 5% above 1947, according to the Department of Commerce's composite index. The Department also reported the nation's construction bill at a peak of $17.8 billion for 1948, estimating in December that 1949 would exceed this dollar volume by some 5%.

Construction in the opening months of 1949 has borne out the Commerce Department's prediction, January being the best January constructionwise since 1939 and February topping by 14% the building record of the same month last year. Builders, however, are less optimistic. Noting that many homes built in 1948 are still unsold, they anticipate a construction drop of 10% or more during 1949, and plan to concentrate on low-cost

(Continued on page 66)

Jefferson National Expansion model of St. Louis river-front development

KXOK

spans the great and growing St. Louis Market with 4,837 hours of sponsored time in 1948

Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!

Billboard
Award for News Commentary
Variety
Award for Responsibility to the Community

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1000 buses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

KXOK-FM Is Affiliated with Transit Radio

630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700

KXOK

St. Louis' ABC Affiliate
Owned and operated by the St. Louis Star-Times
Represented by John Blair & Co.

CLASS 6. BUILDING MATERIALS & SUPPLIES

NETWORK (Gross)	1948	$ 988,686	SPOT 1948 (Net)	$776,000	**
	1947	2,504,972†			
	1938	130,204			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
JOHNS-MANVILLE CORP.			$844,306	$875,149	....
"Bill Henry News" J. Walter Thompson	Industrial Materials	MBS-372-25 min. (Aug.-Dec.)	425,562		
	Insulation	CBS-68-25 min.	418,744		
BENJAMIN MOORE CO.			$69,366	$60,757	....
"Your Home Beautiful" St. Georges & Keyes	Paint	ABC-227-¼ (Mar.-May)			
W. P. FULLER & CO.			$67,047	$61,965	....
"News" McCann Erickson Inc.	Paint	CBS-13-½ (Jan.-June)			

Source: Publishers Information Bureau ** BROADCASTING estimate † includes Class 16, Industrial materials

Class 6

(Continued from page 64)

housing. Aiding this plan are recently announced cuts in the price of air conditioners, furnaces, electric wiring and other building materials.

Lumber prices, which had dropped during the latter part of 1948, were up somewhat early this year due to the closing of sawmills by hard winter weather, but the trade estimated that the downward trend would be resumed this spring. The hardware firm, Yale & Towne, in January reported its backlog of orders as about "normal," only half the size of the backlog in January 1948.

Paint and roofing materials are needed by old houses as well as new ones and Devoe & Raynolds, paint company, expects its 1949 sales to run some 8% ahead of last year's record volume. Roofers look for a reduction in physical volume commensurate with the decline in new building, but they think higher prices for roofing material will offset this dollarwise.

Recognizing the return to a buyer's market, the National Paint, Varnish & Lacquer Assn. in March launched a three-year national advertising campaign to try to keep sales at the record level of better than $1 billion achieved last year. This industry campaign calls for a minimum expenditure of $500,000 each year, to be spent exclusively in national magazines. The association plans to use radio and other media in a publicity drive to back up the paid advertising in magazines.

Radio has never fared too well with building materials advertising on the national level. National network gross billings in this field were less than $1 million last year, according to Publishers Information Bureau. January 1949, however, showed network time sales of $96,175 in this class, roughly 10% ahead of the gross billings of $88,330 for January 1948, PIB reports: due to increased time expenditures by Johns-Manville Corp., which last August moved its five-minute news program from 68 CBS stations to a Mutual network of nearly 400 outlets. In March Benjamin Moore Co. (paints) began its annual spring campaign, *Your House Beautiful.* Moore is using MBS this year, giving this network a monopoly on all network advertising in this class.

The volume of building materials advertising in the national spot field is similarly small. Marshall-Wells Co. has been using announcements on more than 40 midwestern stations for its paints. Martin Rosenberger Wallpaper Co. has spots on 14 southern and southwestern stations.

Marine Electrolysis Eliminator Co. (Red Devil soot remover) last fall started a test campaign of announcements on 15 stations in the Northwest. Felton, Sibley & Co. (paints) has announcements on three stations; Weather-Seal Inc. (screens and storm windows) also uses three stations, Speakman Co. (plumbing fixtures), two; Richard E. Thibaut Inc. (wallpaper), two, and Asam Wallpapers Inc., one. The chief use of sound broadcasting for this field is at the local level, with about 70 local companies sponsoring network co-op shows alone in their communities.

A few building material companies are experimenting with television advertising, again chiefly at the local level. Day & Night Mfg. Co., which formerly had a news program on a West Coast CBS hookup, now sponsors film spots on five western TV stations; the Thibaut wallpaper firm uses video spots in Buffalo and Boston; Kool-Vent Metal Awning Co. has TV announcements in Baltimore, New Orleans and Washington. Nu-Enamel Corp. is planning a TV spot campaign with a "paint-it-yourself" theme this spring, under a company-dealer cooperative sponsorship plan. Other TV advertising reported by this group is limited to single city campaigns.

TV ADVERTISERS

Class 6. Building Materials, Equipment & Fixtures

Month	Net	Spot	Local	Total
July	—	—	—	9
Aug.	—	7	—	7
Sept.	—	4	3	7
Oct.	1	12	—	13
Nov.	—	8	4	12
Dec.	—	7	4	11
Jan.	—	5	3	8
Feb.	—	3	12	15

Source: Rorabaugh Report on Television Advertising

Class 7: .....Confectionary

INCREASED COMPETITION for the small change of a more money-conscious public indicates increased advertising for candy bars, soft drinks and chewing gum in the months ahead. Perhaps the trend for radio, always a favorite medium with this group of advertisers, is shown by their gross time purchases in January, which totaled $755,223, according to Publishers Information Bureau tabulations. This is nearly 20% ahead of the gross of $639,942 for January 1948.

Declining prices of raw materials, notably cocoa which dropped from 40 cents a pound in November to less than 19 cents in February, have already resulted in decreased prices to jobbers of 6 to 10%. One manufacturer, Curtiss Candy Co., has passed the saving along to the public by increasing the size of Baby Ruth bars—43% for the nickel bar, 60% for the dime bar. Curtiss also has brought back the penny bar in some areas and will do so nationally in the near future. Such more-for-your-money developments will doubtless be widely advertised.

In the annual report of William Wrigley Jr. Co., whose 1948 sales and earnings both topped those of 1947 by about 20%, J. C. Cox, president, pointed out that sales promotion expenditures had been below the prewar level. "There are increasing signs," he said, "indicating that before long it will be necessary to further expand our selling program in order to maintain the sales trend of the past several years."

In addition to the network advertisers listed in the table, the 1948 list includes: Paul F. Beich Co. (candy bars), which in September started *Whiz Quiz* for a weekly-half-hour on ABC, with gross time expenditures of $79,617 for the remainder of the year; E. J. Brach & Sons (candy), *Superman,* five quarter-hours weekly (Aug.-Nov.), MBS ($37,917); Bunte Brothers (candy), *World Front,* weekly half-hour (Jan.-May), NBC ($50,211); Cardinet Candy Co., *David Street Show,* weekly quarter-hour (Jan.), NBC ($6,140); Curtiss Candy Co., *Warren Sweeney, News,* two 5-minute periods a week, CBS ($272,855), discontinued in Jan. 1949; Peter Paul Inc. (candy), *Bob Garred, News,* three 10-minute, three 15-minute programs a week, CBS ($272,855), Jan. - Feb.), MBS ($64,217); Chas. E. Hires Co. (Root Beer), *Here's to You,* weekly quarter-hour (Jan.-July), CBS ($151,357); Universal Match Co. (Schutter Candies), *Counterspy,* weekly half-hour (off in Dec.), ABC ($421,851), *Padded Cell,* weekly half-hour (Feb.-May), CBS ($17,043).

In the opening months of 1949, Pepsi-Cola Co. has begun sponsoring *Counterspy* on ABC; Mars Inc. has resumed *Dr. I.Q. Jr.* on NBC; Ludens Inc. has discontinued *Strike It Rich* and Coca-Cola Co. has discontinued *Pause That Refreshes.* In the fall Coca-Cola will begin sponsoring Edgar Bergen in a new series on CBS.

In addition to its network show, Pepsi-Cola in April starts a 39-week spot campaign in cities in which it owns bottling plants. Coca-Cola sponsors a daily quarter-hour show on some 90 stations. Brock Candy Co. spots its jingles on more than 60 stations. Canada Dry Ginger Ale Inc. uses spots on a dozen outlets. New England uses five announcements a week for Bolster Bar on 29 eastern stations. Sweets Corp. of America is starting a major market announcement campaign for Tootsie Rolls and Tootsie Fudge Mix. Rockwood &

(Continued on page 70)

TV ADVERTISERS

Class 7. Confectionary & Soft Drinks

Month	Net	Spot	Local	Total
July	—	—	—	8
Aug.	—	10	—	10
Sept.	—	10	2	12
Oct.	1	12	—	13
Nov.	—	18	—	18
Dec.	—	9	1	10
Jan.	—	10	—	10
Feb.	1	18	8	27

Source: Rorabaugh Report on Television Advertising

● For these reasons, WFAA can offer you recordings of unsurpassed quality: Acoustically perfect studio design . . . perfectly matched electrical equipment—from microphone to cutting head . . . the best custom-built recording instruments available . . . a staff that knows the recording business. And the most precise man in the entire organization is Mac Weldon Jeffus (left), one of the few recording engineers who is also a member of the Acoustical Society of America.

Recording FINESSE

WFAA

DALLAS

and WFAA FM

820 NBC • 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

THIS IS WHERE *Thesaurus* PAYS

1. Powder Your Face With Sunshine★
2. Cruising Down The River★
3. Far Away Places★
4. I Love You So Much It Hurts★
5. Lavender Blue (Dilly, Dilly)★
6. Red Roses For A Blue Lady★
7. Sunflower★
8. It's A Big Wide Wonderful World★

★ AMONG THE NATION'S
TOP TUNES IN THESAURUS

Watch for these comers in the April release:
Bali Ha'i, Some Enchanted Evening, *and*
Younger Than Springtime... *from "South Pacific"...*
the new Rodgers and Hammerstein musical play

Put your dollar
into a really
SOLID Pyramid—
musical programming
especially molded
to your specifications
with
happy listening
and saleability
its foundation.

Terri Stevens with
the NOVATIME TRIO

Vincent Lopez
and his music

Tony Mattola with
the JUMPIN' JACKS

Johnny Guarnieri with
the NIGHTHAWKS

OFF . . . .

Jack Kilty with
THE MUSIC OF MANHATTAN

Allen Roth and his
Symphony of Melody

Sammy Kaye and his
"Swing and Sway" Orchestra

Charlie Jordan with
the SWEETWOOD SERENADERS

Louise Carlyle with
THE MUSIC OF MANHATTAN

Paul Winter and the
WALTZ FESTIVAL ORCHESTRA

Norman Cloutier,
THESAURUS Program Director

Max Hollander and the
SALON CONCERT PLAYERS

Irving Kaufman with
MUSIC HALL VARIETIES

Slim Bryant
and his WILDCATS

Richard Leibert
at the console

here's your chance to reap the profits

. . . Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

A SERVICE OF RADIO CORPORATION OF AMERICA

FOR A ROOM WITH A VIEW . . .
on complete NBC THESAURUS program details . . .
try **"516"** *at the* **Stevens Hotel.**

We'll be happy to provide descriptive brochures, rates and audition records.

Class 7

(Continued from page 66)

Co. (Chocolate Bits) uses announcements on 16 stations.

Beech-Nut Packing Co. (gum) launched an announcement campaign on more than 250 stations in February. Spot campaigns using fewer than 10 stations are sponsored by Chase Candy Co., Fanny Farmer Candy Shops, Lamont, Corliss & Co., Loft Candy Shops, White Rock Corp. and Wilbur-Suchard Chocolate Co. In June, Pacific Citrus Products Co. will start a 13-week drive in 14 cities for Hawaiian Punch.

Au Mason & Magenheimer Confectionery Mfg. Co., only member of this group to use network TV, in January began sponsoring a quarter-hour of *Howdy Doody* each week on NBC's video network. Stephen F. Whitman & Sons uses spots on seven TV stations in New York and Philadelphia; Peter Paul has announcements on five TV stations in four cities; Brock Candy Co. uses TV spots in three cities. One-city TV campaigns are sponsored by American Chicle Co., Atlanta Coca-Cola Bottling Co., Canada Dry, Cott Beverages, Dad's Root Beer, Robert Johnson Co., Loft, M & M Ltd., Reed Candy Co., Seven Up Co., Howard B. Stark Co.

CLASS 7. CONFECTIONERY & SOFT DRINKS

NETWORK (Gross)	1948	$7,655,484
	1947	5,629,166
	1938	2,016,181
SPOT (Net)	1948	$5,114,000**

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
COCA-COLA CO.			$2,519,887	$695,124	$358,940
"Morton Downey" D'Arcy Adv.	Coca-Cola	MBS-352-¾ (Jan.-April)	247,583		
		NBC-141-¾ (June-Dec.)	583,507		
"Spotlight Revue" D'Arcy Adv. Co.	"	CBS-164/CBC-½	902,138		
"Pause That Refreshes" D'Arcy Adv. Co.	"	CBS-167/CBC-½	786,659		
MARS INC.			$1,542,062	$1,324,142	....
"Curtain Time" Grant Adv.	Candy	NBC-140-½	660,323		
"Dr. I.Q." Grant Adv.	"	NBC-135-½	761,385		
"Dr. I.Q. Jr." Grant Adv.	"	NBC-41-½ (March-Aug.)	120,354		
WILLIAM J. WRIGLEY JR. CO.			$871,399	$791,747	$1,241,705
"Gene Autry Show" Ruthrauff & Ryan"	Chewing Gum	CBS-158-½	813,072		
"Holiday Show" Ruthrauff & Ryan	"	CBS-167-2 (one time)	58,327		
LUDENS INC.*			$591,161	$184,349	....
"Strike It Rich" J. M. Mathes Inc.	5th Ave. Candy Bar	CBS-160-½ (11 mos.)			
WILLIAMSON CANDY CO.			$526,086	$456,935	....
"True Detective Mysteries" Aubrey, Moore & Wallace	Oh Henry Candy	MBS-489-½			
SHOTWELL MANUFACTURING CO.			$381,022	....	....
"True or False" C. Wendel Meunch & Co.; eff. July, Wade Adv.	Candy Bars Marshmallows	MBS-481-½			

*Additional expenditures in other product groups
** BROADCASTING estimate

Source: Publishers Information Bureau

Class 8: . . . . Consumer Services

EXCEPT FOR SUCH long-range institutional programs as the *Telephone Hour*, little use of radio was made until recently by this class of advertisers. The banks, schools, public utilities, government agencies and other professional and business services lumped together under the Consumer Service heading tend to lean to the conservative side and it took a lot of selling to bring them into the ranks of radio's clients.

John B. Mack Jr., associate director, American Bankers Assn., reports than when a survey made shortly after the war found over 2,000 banks using radio "this was viewed as an almost sensational development because traditionally banks had devoted almost all of their advertising expenditures to newspapers and direct mail. In the past few years radio has taken its place side by side with these two older media and is fast growing in acceptance and popularity among bank advertisers everywhere.

"A special survey just completed by the ABA among its 2,800 member banks that have trust departments reveals that radio is also making considerable advances in this group," Mr. Mack continues. "Not long ago there was considerable doubt in the minds of many bankers as to whether trust services, which cover the settling and management of estates, could be advertised effectively over the air. Apparently this hurdle has been surmounted in the minds of a great many trust bankers because the use of radio advertising is growing rapidly in this category."

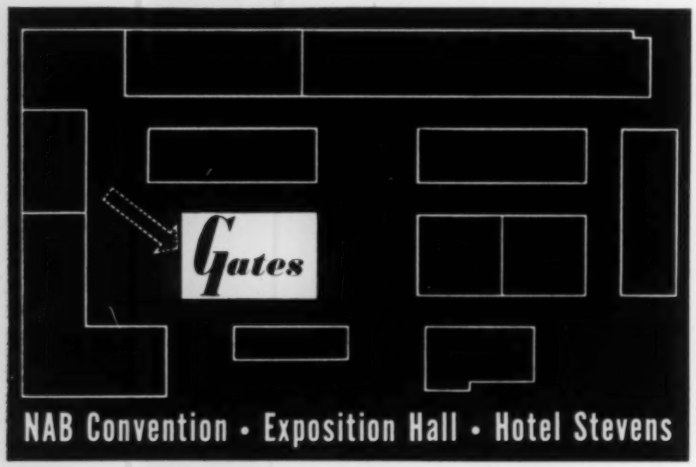
ABA estimates that the 1949 volume of bank advertising in all media will total some $40 million, 25% above its estimate of $32 million for last year's total. Mr. Mack adds that "while no specific information has been gathered by ABA this year on bank use of radio, it is known that interest in this medium continues to grow."

As most bank advertising is placed locally there is no measurement of its present volume, but it can be gauged by the fact that about 100 banks sponsor network co-op shows in their localities. Television, too, is beginning to profit by bank advertising. Bank of America, West Coast chain, sponsors 10-minute *Family Quiz* telecasts in Los Angeles and San Francisco and more than a dozen other banks use video facilities in their home cities.

In addition to their combined nationwide network programs, district electric and telephone companies also make individual use of radio in their own territories. Michigan Bell Telephone Co., Chesapeake & Potomac Telephone Co., and Bell Telephone Co. of Pennsylvania all use radio on a continuing basis, the last company using twice-weekly announcements on 88 stations in its state. Union Electric Co. of Missouri, using four stations for its announcements, is probably a more typical example.

Institutions of this type are also logical sponsors for special event broadcasts of particular community interest. When the Duluth Junior College football team played in the Little Rose Bowl inter-regional classic last winter, KDAL Duluth did a direct-wire play-by-play broadcast whose five sponsors included the Duluth Clearing House Assn., Minnesota Power & Light Co. and the Duluth, Mesabi & Iron

(Continued on page 72)



NAB Convention • Exposition Hall • Hotel Stevens

TV ADVERTISERS
Class 8. Consumer Services

Month	Net	Spot	Local	Total
July	—	—	—	7
Aug.	—	—	17	17
Sept.	1	—	13	14
Oct.	1	6	17	24
Nov.	—	3	25	28
Dec.	—	2	28	30
Jan.	—	4	41	45

Source: Rorabaugh Report on Television Advertising

Announcing
the
appointment
of . . .

JOHN
BLAIR
& COMPANY

OFFICES IN CHICAGO • DETROIT • NEW YORK
ST. LOUIS • LOS ANGELES • SAN FRANCISCO

as Exclusive National Representative for

KWFT · Wichita Falls, Texas
KEPO · El Paso, Texas

KENYON BROWN, President

KWFT (CBS) WICHITA FALLS, TEXAS
620 KC • 5000 WATTS • FULL TIME

KEPO (ABC) EL PASO, TEXAS
690 KC • 5000 WATTS • FULL TIME

Class 8

(Continued from page 70)

Range Railroad as well as a coffee company and a refrigerator manufacturer.

The $8.5 billion five-year electric power expansion program, now about half completed, is making the power companies better advertising prospects. Edison Electric Institute, trade organization of the industry, in February reported that the increased generating capacity resulting from last year's installations has already slowed down the rate of increase in the demand for electricity, stimulating "electric uitility companies generally to launch large sales promotion programs to try to increase their sales of electricity." General Electric Co. estimates that 74% of the nation's farms now use electricity, an increase of nearly 25% since the end of the war. The gas utility industry had 22,300,000 customers at the conclusion of 1948, up 3.6% over 1947, according to the American Gas Assn.

In addition to the football broadcasts on ABC and MBS sponsored by U. S. Army, the Sixth Army Command in October started *Blue Book of Sports*, 15-minute weekly sports summary, on an ABC Pacific Coast network, using $7,512 worth of time at gross rates during the balance of 1948. That is the only network business of this group for 1948 not shown in the table. In January, network billings for this group totaled $175,375, down from the $222,042 network gross in January 1948, when American Express Co. had *Vox Pop* on ABC.

While financial and utility advertisers make up the bulk of this group, it also includes at the regional and local level chambers of commerce, boards of trade, moving and storage companies, schools and correspondence courses, dentists, chiropodists and at least one mortuary, Pierce Bros. of Los Angeles, which in February used 26 to 100 spots on each of 12 stations in the area, plus musical programs on another, plus video announcements on KTLA (TV).

Other spot TV consumer service advertisers in February included: Merrill Lynch, Pierce, Fenner & Beane, Wall St. brokerage firm which last fall sponsored Dr. George Gallup in a pre-election series on the CBS-TV network, now sponsoring *That Money Problem*, weekly half-hour on WSB-TV Atlanta; Texas Electric Service, using the 10-minute *Texas Newsreel* on WBAP-TV Fort Worth-Dallas; Household Finance Corp., sponsoring Red Wings hockey telecasts on WWJ-TV Detroit. Local video users in this class included 19 financial advertisers, three public utilities, six moving and storage firms, three schools (hotel, criminology and business), a dance studio, a "slenderizing salon," two chambers of commerce and an optometrist.

The diverse nature of consumer services and the scattered distribution of their broadcasts indicates that most of this business is sold, not placed, and that while it will never provide broadcasting's bread and butter it can add an occasional helping of jam for the station that goes out after it.

CLASS 8. CONSUMER SERVICES

NETWORK (Gross) 1948 $2,549,586 / 1947 † / 1938 †

SPOT 1948 (Net) **$1,126,000** **

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
BELL TELEPHONE SYSTEM			$786,615	$840,933	....
"The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-152-½			
ELECTRIC COMPANIES ADV. PROGRAM			$539,131	$541,666	....
"Electric Hour" N. W. Ayer & Son	Institutional	CBS-159-½ (10 mos.)			
HOUSEHOLD FINANCE CO.			$451,924	$546,415	$208,320
"Charles Collingwood" LeVally Inc.	Loans	CBS-11-¾	77,908		
"The Whistler" LeVally Inc.	"	CBS-61/CBC-½ (10 mos.)	374,016		
U. S. ARMY RECRUITING			$380,588	....	....
"Game of the Week" Gardner Adv.	Recruiting	ABC-188-football	278,338		
"Mel Allen Sports" Gardner Adv.	"	MBS-270-¼	102,250		
AMERICAN EXPRESS CO.			$287,154	$197,802	....
"Vox Pop" J. M. Mathes Inc.	Travelers Cheques	ABC-156-½ (5 mos.)			
BEKINS VAN & STORAGE CO.			$96,662	$92,261	....
"Hollywood Music Hall" Brooks Adv.	Moving Service	NBC-9-½ (10mos.) CBS-10-½			
"Charles Collingwood—News"		CBS-7-¾ (10 mos.)			

Source: Publishers Information Bureau ** BROADCASTING estimate † No similar category in 1947, 1938

Class 9: . . . . Drugs

DRUG ADVERTISING has always been one of radio's major sources of revenue and it seems destined to continue that role in the foreseeable future. The slackening in the use of network radio by drug companies, who spent 9% less for network time last year than in 1947, continued through January, when the network gross time billings for this group totaled $1,771,372 compared with $1,990,661 for January 1948. But there are no signs of the decline becoming a landslide.

Spotwise, drug advertising is maintaining a level as high or better than in recent years. During the past winter Beaumont Co. used more than 100 stations for 4-Way Cold Tablets; Chattanooga Medicine Co. had announcements and programs on 127 stations in February for its proprietaries; Grove Labs has been advertising its cold tablets and Bromo-Quinine with programs on the full Don Lee Network; Musterole Co. used announcements on 64 stations. Seeck & Kade (Pertussin) used *Rise & Shine* on Don Lee plus spots on more than 120 additional stations.

In addition to these seasonal campaigns, Miles Labs augments its national network advertising for Alka-Seltzer with *Newspaper of the Air*, 12 quarter-hours a week on the full Don Lee Network plus four Arizona stations. Lydia E. Pinkham Medicine Co. has stepped up its spot campaign for its vegetable compound from nine stations last fall to 96 this year. Dolcin Corp. last fall started sponsorship of four programs—*Passing Parade*, *Gospel Singer*, Fulton Lewis, jr. and *Breakfast Time* on the full Don Lee Network, plus other programs on KHJ Los Angeles.

TV ADVERTISERS
Class 9. Drugs & Remedies

Month	Net	Spot	Local	Total
July	—	—	—	1
Aug.	—	2	3	5
Sept.	—	1	3	4
Oct.	—	3	2	5
Nov.	2	1	1	4
Dec.	2	1	1	4
Jan.	3	7	1	11
Feb.	2	6	2	10

Source: Rorabaugh Report on Television Advertising

Block Drug Co., which last July started sponsoring *Rise and Shine* for three quarter-hours a week on Don Lee and in February started a twice-weekly news show on WGN Chicago, is planning a 26-week test campaign for Alkaids in Little Rock and Indianapolis. Grove Labs' spring campaign for Groves Tasteless Chill Tonic will get under way in southern cities in mid-April.

Dandrug Corp. in February started a test campaign for Sulfo-Dandrug in several markets and the same month Korvo Co. began a spot test for its germicidal hair preparation on two California stations. Other drug campaigns on ten stations or fewer include: Infra-Appliance Corp. (Theraplate); Bell & Co. (Bellans); Harrison Products (No-Doz Awakeners); Knox Co. (Cystex, Mendaco, Romind); Continental Pharmaceutical Co. (Kyron); Mentholatum Co.; Pierce's Properties (Golden Medical Discovery); William Reed Co. (Medrex); Serutan Co. (Serutan, Nutrex, RDX); Johnson & Johnson (medical supplies).

Drug advertisers on the national networks last year, in addition to the leaders shown in the table, included: Continental Pharmaceutical Co. (Kyron), starting *Leave It to the Girls*, 25 minutes a week, on MBS in September, spending $60,802 (gross) for network time during the remainder of the year; Luden's Inc. (cough drops), *Ned Calmer & the News*, 5 minutes a week (Jan.-March), CBS ($33,348); Lewis-Howe Co. (Tums), *Date With Judy (Carmen Cavallero* during the summer), half-hour a week, NBC ($776,830), in January 1949 was replaced by *Allen Young Show;* Musterole Co., *Billy Rose*, 5 minutes twice weekly (Jan.-

(Continued on page 74)

KMBC KFRM

HEART BEATS

Kansas City, Missouri

from the Heart of America

MARCH-APRIL
Trade Paper Edition

KMBC-KFRM Serves Rich Farm Area

"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined The Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.

Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market.

"Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alumnae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats", with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours", with Ken Parsons, and "Lazy River Boys", hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City . . . the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America . . . including 3,970,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,739,317,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area!

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sportscasts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.

CLASS 9. DRUGS & REMEDIES

NETWORK (Gross)	1948	$22,566,488	SPOT 1948 (Net)	$13,240,000**
	1947	26,710,685		
	1938	†		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
STERLING DRUG CO.*			$7,194,594	$8,168,159	$1,360,492
"American Melody Hour"; (eff. July 14) "Mr. Chameleon" Dancer, Fitzgerald & Sample	Aspirin	CBS-138-½	658,466		
"American Album of Familiar Music" Dancer, Fitzgerald & Sample	"	NBC-155/CBC-½	746,103		
"Lorenzo Jones" Dancer, Fitzgerald & Sample	Aspirin, Milk of Magnesia, Energine	NBC-146-1¼	857,031		
"Bride & Groom" Dancer, Fitzgerald & Sample	Drugs & Personna Blades	ABC-214-2½	2,025,268		
"Young Widder Brown" Dancer, Fitzgerald & Sample	Haleys M-O, Toothpaste, Milk of Magnesia	NBC-145-1¼	856,369		
"Big Town"; (eff. June 29) "Mystery Theatre" Pedlar & Ryan; (eff. June 29) Dancer, Fitzgerald & Sample	Ironized Yeast, Milk of Magnesia, Aspirin, Milk of Magnesia Tablets	CBS-149/CBC-½	740,271		
"Waltz Time" Dancer, Fitzgerald & Sample	Milk of Magnesia	NBC-150/CBC-½ (Jan.-July)	454,055		
"Stella Dallas" Dancer, Fitzgerald & Sample	Milk of Magnesia, Double Danderine, Ironized Yeast, Aspirin	NBC-146-1¼	857,031		
MILES LABS			$5,885,540	5,531,884	1,387,906
"Queen for A Day" Wade Adv.	Alka Seltzer	MBS-489-1¼	1,302,848		
"News of the World" Wade Adv.	Alka Seltzer & Vitamins	NBC-144-¾ NBC-133-½	1,504,433 931,461		
"Quiz Kids" Wade Adv.	Alka Seltzer & Vitamins	NBC-149-½	588,342		
"Fred Beck—News" Wade Adv.	All Products	CBS-13-1¼	111,285		
"Lum 'n Abner" Wade Adv.	Vitamins	CBS-137-1¼ (Jan.-Sept.)	926,510		
"Herb Shriner Time" Wade Adv.	Alka Seltzer, Vitamins	CBS-133-1¼ (Sept.-Dec.)	256,001		
"Hilltop House" Wade Adv.	Alka Seltzer, Vitamins	CBS-124-1¼ (Sept.-Dec)	264,660		
AMERICAN HOME PRODUCTS*			$2,448,364	$4,672,318	$994,057
"Hollywood Star Preview" Sullivan, Stauffer, Colwell & Bayles	Anacin	NBC-127-½ (Jan.-Aug.)	460,040		
"Just Plain Bill" Dancer, Fitzgerald & Sample	"	NBC-58-1¼	769,148		
"Our Gal Sunday" Dancer, Fitzgerald & Sample	"	CBS-84-1¼	779,333		
"Hollywood Star Theatre" Sullivan, Stauffer, Colwell & Bayles	Bisodol Mints & Kolynos	NBC-129-½ (Sept.-Dec.)	249,997		
"Zeke Manners" Sullivan, Stauffer, Colwell & Bayles	Drugs	ABC-13-1¼	69,183		
"Front Page Farrell"	Cold Tablets, Kolynos	NBC-58-1¼ (Jan.-Feb.)	120,663		
CARTER PRODUCTS CO.			$1,554,801	$1,763,034	....
"Jimmie Fidler Show" Sullivan, Stauffer, Colwell & Bayles	Liver Pills & Arrid	ABC-79-¼ MBS-215-¼	358,284 360,029		
"Gabriel Heatter"	Liver Pills & Arrid	MBS-329-½	836,488		
SERUTAN CO.			$1,168,266	$1,207,614	....
"Gabriel Heatter" Roy S. Durstine Adv.	Serutan, Nutrex, RDX	MBS-213-½	599,570		
"Victor H. Lindlahr"; "John B. Kennedy" (eff. July 12-Sept. 13) Roy S. Durstine Adv.	"	MBS-104-1¼	568,696		
EMERSON DRUG CO.			$829,580	$844,703	$17,024
"Inner Sanctum" BBDO	Bromo-Seltzer	CBS-153-½			

*Additional expenditures in other product groups

† In 1938 Classes 9 and 26 (Toiletries) totalled $19,413,860

Source: Publishers Information Bureau

** BROADCASTING estimate

Class 9

(Continued from page 72)

April), MBS ($136,422); Norwich Pharmacal Co. (Pepto-Bismol, Unguentine, Swav), *Fat Man*, half-hour a week, ABC ($726,525); Pharmaco Inc. (Chooz), *Charlie Chan*, 25 minutes a week (Jan.-June), MBS ($233,399) *Official Detective*, 25 minutes a week (Jan.-July), MBS ($207,054); (Feen-A-Mint), *Jim Backus*, weekly half-hour (Jan.-May), MBS ($190,692), *Song of the Stranger*, weekly quarter - hour (Jan. - March), MBS ($124,319), Rexall Drug Co. (all products), *Jimmy Durante-Summer Theater-Harris-Faye Show*, weekly half-hour, NBC ($859,386); Smith Brothers Inc. (cough drops), *Stop the Music*, 15 minutes a week (Oct.-Dec.), ABC ($128,086); Vick Chemical Co. (all products), *Meet the Missus*, three quarter-hours weekly (Sept.-Dec.), CBS ($18,840).

Vick also had a 10-minute video program, *Picture This*, on a 7-station NBC-TV network, but it went off the air in February, leaving Whelan Drug Stores' *Revue of Stars*, weekly half-hour on three DuMont stations, the only drug-sponsored video network show.

Lewis-Howe Co. is using film announcements on seven stations in New York and St. Louis for Tums. Sterling Drug Co. sponsors *OK Mother* five half-hours a week on WABD New York for Bayer asirin, Phillips Milk of Magnesia and Lyons Toothpaste, with a trailer for Fletcher's Castoria. W. W. Lee Co. (Save the Baby Cough Remedy) sponsors a quarter-hour piano program a week on WRGB Schenectady; Skillerns Drug Co. (chain) has a 10-minute *Sports Prevue* weekly on WBAP-TV Fort Worth-Dallas. Infra Appliance Corp. (health lamp), Lehn & Fink Products Corp. (Lysol), Moran Audiphone Co., Rexall Drug Co. and C. R. Bundt Co. (pharmaceuticals) use TV announcements in single-city campaigns.

CLASS 10. ENTERTAINMENT & AMUSEMENTS

NETWORK	1948	$5,215*
SPOT	1948	$2,435,000**

*Source: Publishers Information Bureau

**BROADCASTING ESTIMATE

Class 10: . . Amusements

ENTERTAINMENT business has never amounted to very much as a purchaser of radio time and 1948 was no exception. The Follies of 1949 was the only enterprise to use network time during the year and the Rorabaugh summary of spot business for 1948 reveals only two entries in this category—Paramount Pictures and Selznick Releasing Corp. Selznick has been out of radio since August; Paramount used some 35 stations in October and November and this January conducted a short announcement campaign in New York, Baltimore and Detroit.

Nor is the outlook for movie advertising, which a few years back was considered a standard part of the exploitation for any major picture, any brighter for the year ahead. Hollywood is having its own private depression, due to a combination of higher production costs, loss of foreign revenue and a decline in movie attendance by the American public, for which television is blamed in some quarters. Paramount's acceptance of a Government consent decree separating its production and theaters operations into individual and separate corporations is seen as the beginning of such a division for the entire industry, a view that

(Continued on page 76)

KFH IS TOPS

STATIONS WITH BEST LIKED WICHITA FARM SERVICE PROGRAMS

HAS BEST FARM NEWS

KFH	**10.8**
RADIO STATION **B**	**3.3**
RADIO STATION **C**	**.—**
RADIO STATION **D**	**.—**

HAS BEST GRAIN AND LIVESTOCK MARKET REPORTS

KFH	**17.5**
RADIO STATION **B**	**3.7**
RADIO STATION **C**	**.—**
RADIO STATION **D**	**.—**

.— Named by less than 1% of regular customers

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The figures given here are based on number who usually listen to the type of program indicated.

KFH is TOPS in Wichita's farm market — the figures quoted here are a striking indication of the farm audience that is available to KFH advertisers. The KFH area is tops in "per farm income," in "retail sales per family" and by other indicia that determine the value of a market for sales development. Consider KFH for your radio program — it's TOPS by every standard.

5000 Watts - ALL the time KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Class 10

(Continued from page 74)

does nothing to lighten the gloom. Unless and until these conditions change, the movie people are not likely to use much radio time on a national scale.

On the local level, where most business of this class is placed, circuses, rodeos, race meets, fairs and expositions of various kinds now consider radio one of their major means of telling the public that the show is on. Amusement parks, bathing beaches and the like have also found radio advertising good for attendance during the summer season. Local motion picture theatre operators, like the picture producers, are using less air time than before: an analysis of the more than 1500 local sponsors of network co-op shows reveals only five movie exhibitors among them.

Amusement advertisers have not rushed into television in overwhelming numbers. In February this class contributed five advertisers to the video total—three night clubs, one dance hall and one motion picture theater chain—each using a single local TV station.

Class 11: . . . . . Foods

"THE USE OF RADIO advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948," Paul S. Willis, president, Grocery Manufacturers of America, predicts in a special statement to BROADCASTING.

Food advertising for the year got off to a slow start on the nationwide networks, however. Publishers Information Bureau reports that gross time billings to food advertisers in January totaled $3,970,556, down slightly less than 9% of the January 1948 billings of $4,360,135.

Mr. Willis' prediction backs up earlier statements of advertising executives of such major radio advertisers as Campbell Soup Co., Kraft Foods Co., Ralston Purina Co. and General Mills that their 1948 radio budgets will continue on the same level this year (BROADCASTING, Dec. 27, 1948). At that time, Pillsbury Mills announced plans for doubling its radio expenditures this year to a total of about $2 million. General Foods Corp. has also revealed plans for increasing advertising this year, with radio maintaining about the same percentage of the company's total as before.

Food prices, which on March 15 were 7% below the mid-March 1948 level for the nation according to the Bureau of Labor Statistics, are expected to continue downward throughout the year, but with no sharp breaks, by both industry and government authorities. They look for increased volume of food purchases to offset the lower prices, keeping the total dollar food sales up to last year's level. The Commerce Department, however, reported January sales of retail grocers as falling 3% below the total for January 1948.

Greater competition from other industries for the consumer dollar will call for greater sales and advertising efforts by food producers and retailers during the year ahead. Further advertising impetus will also be provided by intra-industry competition: The major tea growers of the world have raised more than $1 million for a U.S. advertising campaign to start late this year in an attempt to win over a nation of coffee drinkers, a move which the coffee producers are certain to combat with their own advertising. Frozen foods, which had their best year in 1948 and have started out even better this year, are heavily advertised by their individual producers and an overall industry campaign was urged at the industry convention in March. Any appreciable inroads of frozen foods on canned food products will call for counter advertising by the canners.

The outlook is not completely rosy, however, as the PIB figures indicate. Inventory losses, increased labor costs and other factors left many food companies at the end of 1948 with decreased profits to show for their record sales, a situation which inevitably led to curtailment of advertising budgets. Standard Brands, which found it necessary to cut its dividend for the first quarter of 1949 from 50 to 30 cents, has not replaced Edgar Bergen following his retirement from NBC last December.

American Meat Institute has dropped its institutional sponsorship of the Thursday morning *Fred Waring Program*. General Foods in the fall will replace Burns and Allen with *Father Knows Best* for

(Continued on page 80)

We're BIG

in service tho modest in size—23 years in serving our area, the richest and most populous in all the southeast.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery

KGNC

YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE

10,000 WATTS NIGHT AND DAY—710 K. C.

GOING! GOING! GONE!

16,443 HEAD OF CATTLE SOLD for over 2 MILLION dollars in 7 days!

KGNC CONTROLS TRAFFIC OF COUNTRY'S LARGEST* CATTLE AUCTION DURING RECORD-BREAKER!

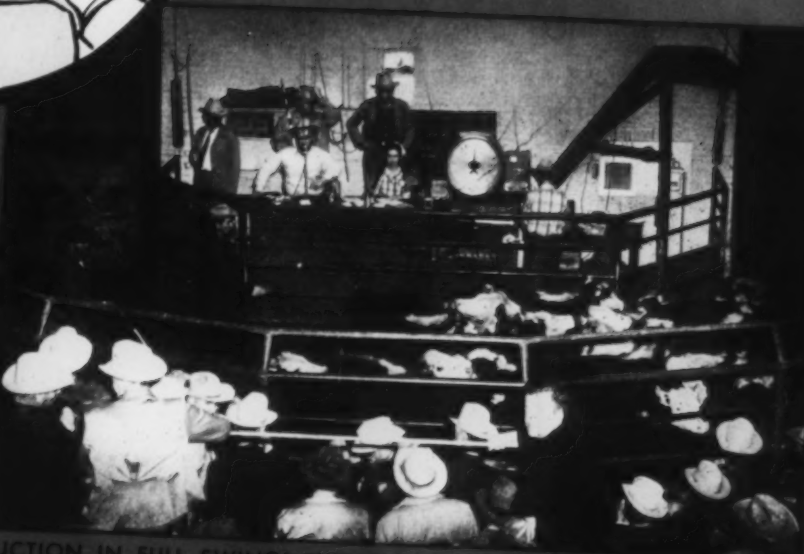
THE PROGRAM THAT PUT IT OVER!

"THE TRADING POST"

WITH

UNCLE JAY

SPONSORED BY THE AMARILLO LIVESTOCK AUCTION COMPANY



AUCTION IN FULL SWING! EVERYTHING SMOOTH THANKS TO KGNC

HERE'S THE STORY:

On Sunday morning, March 13, it looked as though all the Panhandle cattlemen had decided to truck in stock to Amarillo for auction.

The pens of THE AMARILLO LIVESTOCK AUCTION COMPANY were filling up fast . . . allowing for trucks currently on the road, all pen space was taken.

At 12:30 Sunday, KGNC flashed the news that the auction pens were filled, and that UNCLE JAY would keep them posted on the regular Monday and Tuesday programs of THE TRADING POST.

At 2:00 P.M. Sunday, the cattle trucks stopped coming.

On the following Tuesday, UNCLE JAY announced that pen space would be available after 3:00 P.M. that day. Promptly at that hour, the cattle trucks began to roll in again.

KGNC's control performance is now recognized as an essential part of THE AMARILLO LIVESTOCK AUCTION COMPANY's operation. Over two million dollars business (March 14, 15, 16, 21, 22, 23, 24) is powerful evidence that it is paying off for both client and cattlemen!

HERE'S WHAT THE SPONSORS SAY:

"I wouldn't attempt to run this business without the support of our program, THE TRADING POST, on KGNC."

—Jay Taylor

"If you don't think the people in this whole country listen to KGNC, you're 'plumb' crazy. We KNOW they listen."

—Eddy Johnson

Jay Taylor and Eddy Johnson are co-owners of THE AMARILLO LIVESTOCK AUCTION COMPANY

KGNC

AMARILLO, TEXAS

AFFILIATED WITH NBC *MEMBER OF LONE STAR CHAIN*

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.

* LEADS IN HEAD SALES ACCORDING TO THE U. S. DEPT. OF AGRICULTURE

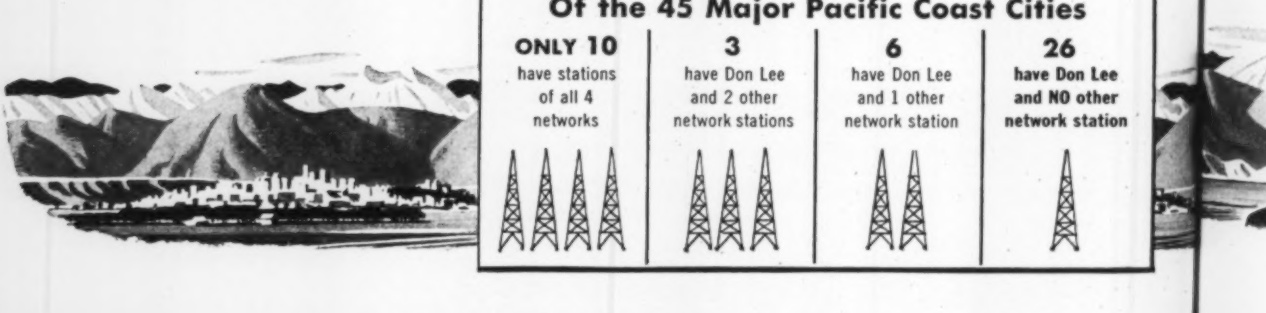
ARE YOU POURING IT ON IN THE RIGHT PLACES ON THE PACIFIC COAST?

In the hottest sales territory in the country (the Pacific Coast), be sure you're pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts *from within* the buying markets, where people listen to their own *local* network station rather than to out-of-town or distant ones.

Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	**3**	**6**	**26**
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

Don Lee Stations On Parade: KIEM—EUREKA, CALIFORNIA

Located on the shore of Humboldt Bay in Humboldt County is KIEM with 1,000 watts to give localized network service to the wealthy Northern California lumbering area. Recent listener surveys show KIEM to have 60.1% of the average daytime audience and 51.8% of the average evening audience. One of 45 mighty good reasons why your Pacific Coast advertising should be on Don Lee!

The Nation's Greatest Regional Network

?

Mutual
DON LEE
BROADCASTING SYSTEM

CLASS 11. FOOD & FOOD PRODUCTS

NETWORK (Gross) 1948 $47,208,282 · 1947 47,062,179 · 1938 21,784,263

SPOT 1948 (Net) $22,114,000 **

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GENERAL MILLS INC.			$7,190,599	$7,053,473	$1,895,313
"Woman In White" Knox-Reeves	Bisquick	NBC-138-1 (Jan.-May)	281,360		
"Light of the World" Knox-Reeves	Cake & Pie Mix, Soup, Flour	NBC-67-1¼ (Oct.-Dec.)	176,032		
	Cake Flour & Cheerios	NBC-67-1¼ (Jan.-Oct.)	460,533		
"The Story of Holly Sloan" Knox-Reeves	Pyequick & Bean Soup	NBC-138-1 hr. and 5 min. (Jan.-May)	304,770		
"Betty Crocker" Knox-Reeves	Cake Flour	NBC-138-25 min. (Jan.-May)	117,226		
"Green Hornet" Dancer, Fitzgerald & Sample	Cereal Tray, Cheerios & Cake Flour	ABC-100-½ (Jan.-Aug.)	336,415		
"Breakfast Club" Tatham-Laird	Cereals, Flour, Cake Mix, Soup	ABC-236-1¼ (Aug.-Dec.)	393,767		

** BROADCASTING estimate

(Continued on page 82)

Class 11

(Continued from page 78)

Maxwell House Coffee, at a reported saving of some $6,000 a week. Armour & Co., which in 1948 sustained a net loss of nearly $2 million from record sales of nearly $2 billion, will drop *Hint Hunt* at the end of its present contract, May 13.

Television is getting an increasing share of the food advertising budget. In February, according to the Rorabaugh TV Report, three advertisers were sponsoring video network programs, 50 using TV spot campaigns and 55 local TV advertisers. None of the spot TV food promotions is of major proportions and none of the network users—General Foods with three programs, Kellogg and Kraft with one each—appears to have cut into his AM budget to finance the TV advertising.

The overall food industry picture is summarized by Mr. Willis as follows:

"Food and grocery manufacturers established new sales records during 1948 and reports covering the first two months of 1949 indicate that this record will be maintained or, perhaps, beaten this year.

"Some members of GMA reported January sales up as much as 40% over January, 1948, and February volume maintained this same pace. These increases are attributed to the continued high consumer demand for nationally advertised brands—further evidence of the fact that when the American people have purchasing power, they will spend more of their income for food and, particularly, for the best known brands.

"Inventory stocks in distributors' hands at the end of the year were particularly low, as the result of a special drive during 1948 by distributors generally to reduce their stocks. Evidently these inventory stocks were reduced beyond the point of expectations, for many of the distributors found that their stocks were so low at the end of December, that the manufacturers received many orders for "RUSH" shipment in the new year.

"With disposable income remaining at high levels and grocery prices down from last year's high, there is reason to believe that consumer purchases of grocery store items will spell out good business for the balance of the year. The grocery industry is well aware, however, that competition has returned in its fullest force and that the industry can get its fair share of the consumer's dollar only through aggressive merchandising and advertising efforts.

"This indicates that the use of radio advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948. All

(Continued on page 82)

There's a market in Haiti, but---

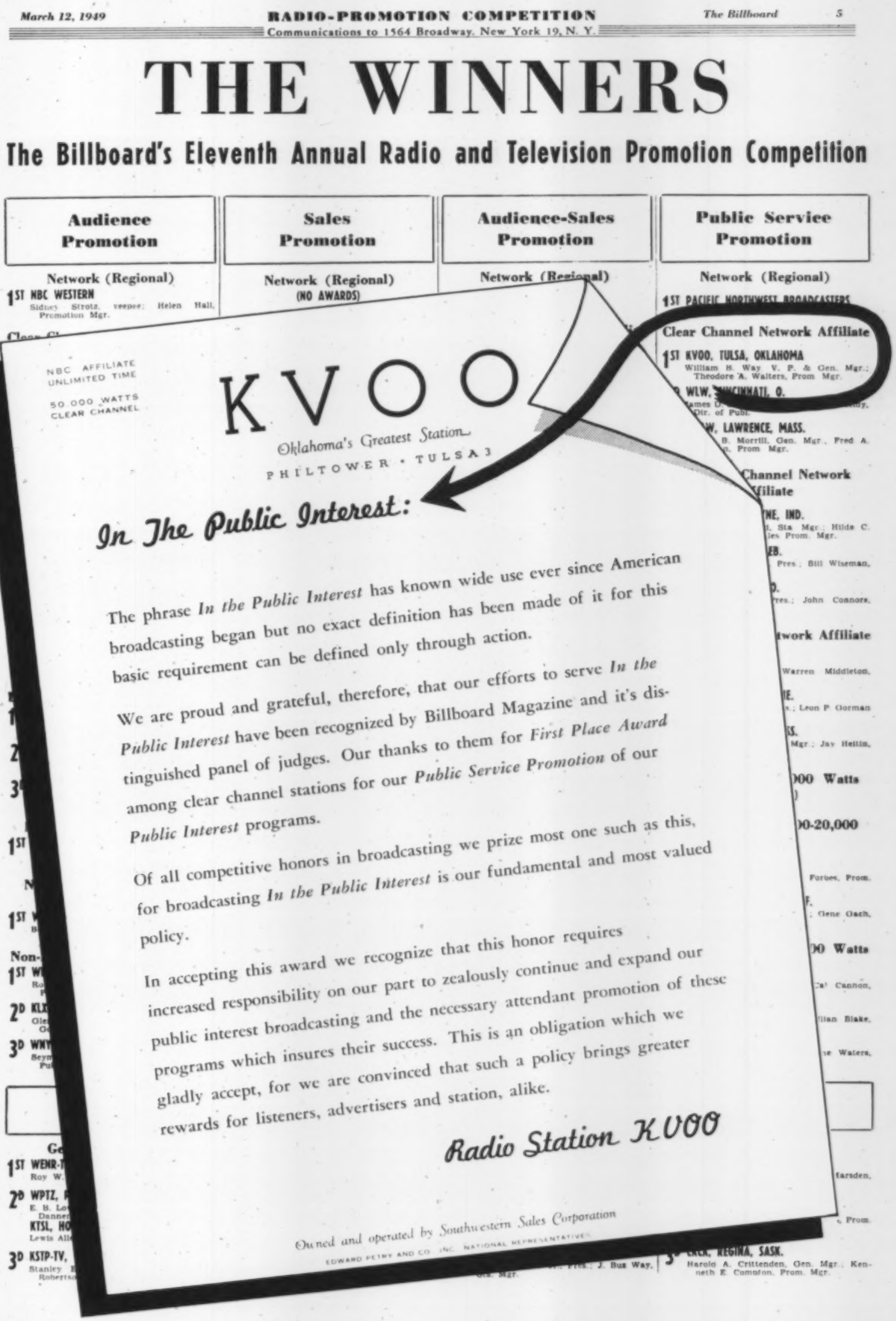
what's the percentage when right in your own yard WSIX can hand you the stable Nashville market where 1,321,400 people spend $654,888,000 yearly in retail stores. WSIX's 60 BMB counties mean coverage plus in this 51-county retail trade area. So plan for more sales now via WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY



March 12, 1949 — RADIO-PROMOTION COMPETITION — The Billboard 5

Communications to 1564 Broadway, New York 19, N. Y.

THE WINNERS

The Billboard's Eleventh Annual Radio and Television Promotion Competition

Audience Promotion	Sales Promotion	Audience-Sales Promotion	Public Service Promotion
Network (Regional)	Network (Regional) (NO AWARDS)	Network (Regional)	Network (Regional)
1ST NBC WESTERN Sidney Strotz, veepee; Helen Hall, Promotion Mgr.			1ST PACIFIC NORTHWEST BROADCASTERS

Clear Channel Network Affiliate

1ST KVOO, TULSA, OKLAHOMA
William H. Way V. P. & Gen. Mgr.; Theodore A. Walters, Prom Mgr.

WLW, CINCINNATI, O.

W, LAWRENCE, MASS.

3D CKCK, REGINA, SASK.
Harold A. Crittenden, Gen. Mgr.; Kenneth E. Compton, Prom. Mgr.

Non-

1ST WENR-T

2D WPTZ,

KTSL, HO

3D KSTP-TV,

NBC AFFILIATE
UNLIMITED TIME

50,000 WATTS
CLEAR CHANNEL

KVOO

Oklahoma's Greatest Station

PHILTOWER • TULSA 3

In The Public Interest:

The phrase *In the Public Interest* has known wide use ever since American broadcasting began but no exact definition has been made of it for this basic requirement can be defined only through action.

We are proud and grateful, therefore, that our efforts to serve *In the Public Interest* have been recognized by Billboard Magazine and it's distinguished panel of judges. Our thanks to them for *First Place Award* among clear channel stations for our *Public Service Promotion* of our *Public Interest* programs.

Of all competitive honors in broadcasting we prize most one such as this, for broadcasting *In the Public Interest* is our fundamental and most valued policy.

In accepting this award we recognize that this honor requires increased responsibility on our part to zealously continue and expand our public interest broadcasting and the necessary attendant promotion of these programs which insures their success. This is an obligation which we gladly accept, for we are convinced that such a policy brings greater rewards for listeners, advertisers and station, alike.

Radio Station KVOO

Owned and operated by Southwestern Sales Corporation

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

Class 11

(Continued from page 80)

media representatives should be aware, however, that modern merchandising demands that advertising be placed where the most sales are produced. Total circulation and size of audience can not be the sole determining factor; the manufacturer must also take into consideration the merchandising cooperation extended by a medium in helping to bring about the final sale at the grocery store."

The following details of food advertising currently on the air came chiefly from PIB (network), Rorabaugh Reports on Selective Radio (spot) and our own files.

Network advertisers of canned and packaged foods during 1948, in addition to the companies listed in the accompanying table, include: Carnation Co., (evaporated milk), *Contented Hour*, NBC ($831,288); Albers Milling Co. a Carnation subsidiary (Albers Quick Oats, Carnation Corn Flakes), *Aunt Mary*, NBC, Oct.-Dec., ($40,986); Cream of Wheat Corp. (cereal), *Let's Pretend*, CBS ($356,624); George A. Hormel & Co. (canned meats), *Girls Corps*, MBS ($53,820), started in June, moved to ABC March 5, 1949; Kellog Co. (cereals), *Breakfast in Hollywood*, ABC, Jan.-July ($521,839), *Galen Drake*, ABC, Jan.-July ($526,801); Minnesota Valley Canning Co. (canned vegetables), *Fred Waring*, NBC ($434,231); Pet Milk Sales Corp. (evaporated milk), *Mary Lee Taylor*, CBS, Jan.-Oct. ($313,592), NBC, Oct-Dec., ($78,033); *Saturday Night Serenade*, CBS, Jan.-Sept. ($437,317); *Pet Milk Show*, NBC, Oct.-Dec. ($202,941); Ralston Purina Co. (cereals), *Tom Mix*, MBS, ($1,084,031).

National Biscuit Co. (Nabisco Shredded Wheat) now sponsors *The Straight Arrow* three half-hours weekly on MBS, expanding in February from regional Don Lee Network. General Foods Corp., (Grape Nuts) on Jan. 8 started sponsorship of *Gangbusters*, Saturday night half-hour on CBS.

(Continued on page 84)

Class 11 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
"Famous Jury Trials" Knox-Reeves	Cheerios, Kix, Pyequick, Soup, Wheaties	ABC-100-½ (Jan.-Aug.)	347,530		
"Lone Ranger" Dancer, Fitzgerald & Sample	Cheerios, Kix	ABC-104-1½	1,705,909		
"This Woman's Secret" Knox-Reeves	Flour, Cereals, Wheaties & Wheathearts	NBC-11-1¼ (Jan.-June) NBC-11-1¼ (June-Dec.)	58,308 58,922		
"Sam Hayes" Knox-Reeves	Pancake & Waffle Mixes	NBC-8-1½	71,136		
"Betty Crocker Magazine of the Air" Knox-Reeves	All products	ABC-180-1 hr., 40 min.	1,224,517		
"Today's Children" Knox-Reeves	Wheaties, Bean Soup, Bisquick	NBC-138-1¼	995,964		
"Jack Armstrong" Knox-Reeves	Wheaties, Cereals, Soup	ABC-198-1½ or 1 hr., alternate weeks (10 mos.)	635,831		
GENERAL FOODS CORP*			$6,268,427	$6,444,191	$5,239,606
"The Second Mrs. Burton" Young & Rubicam	Bakers Chocolate Tapioca, Swansdown	CBS-66-1¼ (Sept.-Dec.)	222,678		
"When A Girl Marries" Benton & Bowles	Calumet, Swansdown, Bird's Eye	NBC-77-1¼	819,000		
"The Second Mrs. Burton" Young & Rubicam	Certo	CBS-66-1¼ (May-Aug.)	125,549		
"Meredith Willson" Young & Rubicam	Jell-O	ABC-134-½ (Oct.-Dec.)	177,552		
"The Baby Snooks Show" Young & Rubicam	Jell-O & Jell-O Pudding	CBS-151-½ (11 mos.)	606,434		
"The Aldrich Family" Young & Rubicam	Puddings, Cornstarch, Tapioca	NBC-147-½ (10 mos.)	521,204		
"House of Mystery" Benton & Bowles	Posts Corn Toasties, Raisin Bran	MBS-481-½	501,637		
"Portia Faces Life" Benton & Bowles	Bran Flakes, Raisin Bran, Instant Postum, Wheatmeal	NBC-89-1¼	850,297		
"Burns & Allen"; "New Faces" (eff. June 17-Sept. 30) Benton & Bowles	Maxwell House Coffee	NBC-146-½	719,781		
"Wendy Warren and the News" Benton & Bowles	Coffee & Instant Coffee	CBS-145-1¼	1,174,408		
"The Danny Thomas Show"; Sweeney & March (eff. Aug.); "Jack Carson Show (eff. Oct. 8) Young & Rubicam	Sanka Coffee	CBS-151-½ (11 mos.)	545,887		
CAMPBELL SOUP CO.			$5,819,758	$5,081,294	$2,278,425
"The News 'Till Now"—Ed Murrow Ward Wheelock	Pork & Beans, Franco-American Prod., Soups	CBS-150-1¼	1,895,561		
"Club 15" Ward Wheelock	Soups	CBS-153/CBC-1¼ (Jan.-Nov.)	1,658,162		
"Double or Nothing" Ward Wheelock	Soups, Pork & Beans Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	CBS-119-2½ (Jan.-June) NBC-130-2½ (May-Dec.)	895,267 1,149,143		
"Meet Corliss Archer" Ward Wheelock	Soups	CBS-147/CBC-½ (Jan.-March)	221,625		
SWIFT & CO.			$3,387,240	$2,825,084	$88,487
"Breakfast Club" J. Walter Thompson	Any Product	ABC-266/CBC-2½	2,112,742		
"The Adventures of Archie Andrews" J. Walter Thompson	Meats	NBC-163-½ (Jan.-Oct.)	297,909		
"Meet the Meeks" J. Walter Thompson	Margarine	NBC-162-½	363,589		
"Sky King" J. Walter Thompson	Peanut Butter, Canned Meat	ABC-198-1 or 1½ alt.weeks	613,000		
QUAKER OATS CO.			$2,679,533	$2,436,931	$878,068
"Ladies Be Seated" C. J. La Roche Co.	Pancake Flour, Muffets, Flour Products Ken-L-Ration	ABC-223-1¼	1,138,289		
"Those Websters"; "Roy Rogers Show" (eff. Aug. 29)	Oatmeal	MBS-485-½	706,328		
Ruthrauff & Ryan; Sherman & Marquette					
"Challenge of the Yukon" Sherman & Marquette	Puffed Wheat, Puffed Rice	ABC-199-¾ (Sept.-Dec.)	333,436		
"Terry & The Pirates" Sherman & Marquette	" "	ABC-221-1¼ (Jan.-June)	501,480		
NATIONAL DAIRY PRODUCTS CORP.			$1,875,830	$447,190	$1,466,957
"Kraft Music Hall" J. Walter Thompson	Cheese, Cheese Spreads, Miracle Whip Miracle Whip Mayonnaise	NBC-148/CBC-½ (10 mos.) NBC-147/CBS-½ (July-Aug.)	645,495 135,045		
"Sealtest Village Store"; "Dorothy Lamour Show" (eff. Sept. 9) McKee & Allbright; eff. Sept. N. W. Ayer & Son	Milk & Ice Cream	NBC-93-½	490,958		
"The Great Gildersleeve" Needham, Louis & Brorby	Parkay, Kraft Dinner	NBC-148-½ (10 mos.)	604,332		

Source: Publishers Information Bureau

* Expenditures in other product groups

CHICAGO AUDIENCE FACTS

Network A......1st
Network B......2nd
WIND 3rd
Network C......4th
Network D......5th

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

few except Westerners brought up on the Coast have mastered the Saturday sport of surf-riding. Required are a beach which slopes gently into shallow Pacific waters. The swimmer starts as far as 800 feet out, springs into a breaker at just the right second, lies flat on the crest, and skims back to shore, balanced perfectly, face over the roll of the wave, heels in its flying spindrift.

many have mastered the ten-State Western Saturday sport of gathering around their radios—28% more than on other weekdays, specifically. The average number of listeners per set, Monday through Friday, is 1.68—but on Saturday, it's 2.12 persons. Other points: the sets are blanketed by the 33 stations of the NBC Western Network . . . and there are a few available Saturday periods on the No. 1 Network in that West.

The conclusion is obvious to an advertiser who wants his message heard most by most of the people as it rides the airwaves.

listening's first on a western saturday over

NBC WESTERN NETWORK

HOLLYWOOD • SAN FRANCISCO a service of Radio Corporation of America

Class 11

(Continued from page 82)

Quaker Oats Co. on March 30 discontinued its sponsorship of *Ladies Be Seated* on ABC to sponsor *Talk Your Way Out of It* on that network three afternoon half-hours a week.

Major users of spot radio for canned and packaged foods include: General Foods Corp., which in January started announcements for Minute Rice on 86 stations from the Atlantic to the Rockies and in March added some 40 West Coast stations. Same company is using 25 stations in Southeast and Midwest for *Professor Quiz* transcriptions, half-hour a week, for Grape Nuts Flakes. Kellogg Co. (variety package) last August started a 52-week campaign in 50 markets with an estimated budget of $1 million. A month earlier, General Mills boosted its spot campaign for Wheaties to more than 80 stations, and is continuing into 1949 at that level. Nestle Co. used spots on some 40 stations for its evaporated milk throughout 1948.

C. F. Mueller Co. (macaroni) has 5 to 15-minute programs on about 20 stations. Ronzoni Macaroni Co. uses programs on eight East Coast stations for its spaghetti. V. La Rosa & Co. broadcasts its Italian-language *Red Rose Radio Theater* six half-hours a week on an eight-station eastern hookup and uses a syndicated weekly 30-minute transcribed series, *Hollywood Theater* (in English), on 7 East Coast stations. Louis Milani Foods in November began announcements for its products on some 20 stations in a campaign that has continued into 1949. Stokely-Van Camp uses spots on 12 Yankee Network stations for its canned foods, and Allen V. Smith, Inc. (split peas), sponsors announcements on 13 eastern stations, both campaigns continuing from last year.

River Brand Rice Mills is using 10 New York Metropolitan stations seven days a week in an intensive 13-week campaign started in February. Borden Co. announcements for Starlac are now on 17 stations, including a 14-station Yankee Network hook-up. Other canned and packaged food advertisers, who began the year with more modest spot schedules, include: Albers Milling Co. (cereals), J. W. Beardsley's Sons (codfish cakes), Minnesota Valley Canning Co., (Kounty Kist Peas), Phillips Packing Co. (soups and vegetables), Pure Food Co. (Herb-Ox Boullion Cubes), Rochester Dairy Cooperative (evaporated milk).

National network advertising of food beverages in 1948, aside from the leaders listed in the table, comprised: Borden Co. (Instant Coffee), *County Fair*, CBS, ($367,694); Bosco Co. (Milk Amplifier), *Land of the Lost*, ABC, Jan.-July, ($94,851); Bowey's Inc. (Dari-Rich products), *Stars Over Hollywood*, CBS, Jan.-Sept., ($155,024); Lever Brothers Co. (Lipton tea, soup mix), *Godfrey Talent Scouts*, CBS, ($52,338); W. F. McLaughlin & Co. (Manor House Coffee), *Manor House Party* (Jan.-Feb.), NBC ($17,424); Nestle Co. (Nescafe), *Whiteman Record Club*, ABC (Jan.-June), ($588,941); Standard Brands (Chase & Sanborn Coffee, Tenderleaf Tea, Royal Pudding), *Charlie McCarthy Show*, NBC (Shaw Chorale in Summer), ($851,130), off at end of year, (Tenderleaf Tea), *One Man's Family* (Oct.-Dec.), NBC ($156,364); Wander & Co. (Ovaltine), *Capt. Midnight*, MBS, ($491,475).

J. A. Folger & Co. (coffee) sponsors Frank Hemingway's newscasts three times a week on full Don Lee Network, plus Mutual Intermountain Group and supplementary stations. William B. Reily Coffee Co. sponsors *Old Corral*, Ziv transcribed series, on 71 southern stations. Arnold & Aborn (Aborn's Coffee) uses weekly participations on 31 stations in New York and New England. David G. Evans Coffee Co. sponsors *Favorite Story*, transcribed series, in nine midwestern markets. General Foods Corp. uses spots and programs in New York for Maxwell House, Sanka, Yuban and Bliss Coffees. Other spot advertisers in this class include Donovan Coffee Co., S. A. Schonbrunn Co. (Savarin Coffee), Isbrandtsen & Sons ("26" Coffee), Nestle Co. (Nesta Soluable tea), Golden Wedding Coffee Co., Duffy-Mott Co. (Sunsweet Prune Juice). Duncan Coffee Co. and Old Judge Coffee Co. have announced plans to use radio.

Eight millers spent some $4 million for time on the major networks to advertise their flours and mixes last year. In addition to General Foods Corp., General Mills and Quaker Oats Co., whose network activities are itemized in the accompanying table, they were: Ballard & Ballard (Obelisk Flour), sponsoring *Renfro Valley Folks* on CBS ($168,262) gross time charges; H. C. Cole Milling Co. (Omega Flour), *Ernie Lee*, MBS ($46,821); Fisher Flouring Mills (Basket Mix, flours), *James Abbe*, ABC ($5,120), *Afternoon Final*, ABC ($24,185); International Milling Co. (Robin Hood Flour), *Queen for a Day*, MBS ($118,437); *Galen Drake*, ABC ($260,187), *Grand Central Station*, CBS, ($368,841); *Meet the Missus*, CBS ($47,690); Safeway Stores (Kitchen Kraft Flour), *Aunt Mary*, NBC ($18,211).

On March 28, 1949, Globe Mills

(Continued on page 86)

Know how they do it in Monroe?

THICK or thin, here's a female audience that takes life and malted milks with equally keen anticipation. On their toes when it comes to keeping abreast, they have a lot to say about the 223 millions of dollars spent in KMLB's seventeen northeastern La. parishes and three Ark. counties. They give plenty of ear to KMLB, the TUNED-IN station in these parts. They're waiting to hear about your product or service!

MONROE •
LOUISIANA

KMLB
MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

a good market

DESERVES A GOOD SALESMAN

Put WHAS to work for you in

*steadily growing Kentuckiana**

RADIO FAMILIES	1946	558,740
	1948	659,470
NET EFFECTIVE BUYING INCOME	1947	$2,350,296,000
	1948	$2,430,737,000

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

Victor A. Sholis, *Director* —— J. Mac Wynn, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

* Figures given for Kentuckiana include all counties in which WHAS gives 50%-or-better BMB daytime coverage. "Radio Families" from BMB 1946 and 1948 statistics. "Net Effective Buying Income" from Sales Management Survey of Buying Power.

Class 11

(Continued from page 84)

Division of Pillsbury Mills (Globe A 1 Flours) started *Surprise Party* on ABC Pacific Network. In February of this year, General Foods used two to nine spots a week on 20 West Coast stations in a three-week campaign for Swansdown Instant Cake Mix.

Other flour advertisers on the air include: Bewley Mills (Bewley's Best Flour), sponsoring *Chuck Wagon Gang* on Lone Star Chain for the tenth consecutive year; Burrus Mill & Elevator Co. (Light Crust Flour), three 15-minute shows a week on 11 Southern Stations. General Mills (Sperry Flour Products), daily programs on 17 western stations, (Red Star, Purasnow Flours), spots in South; King Midas Flour Mills, announcements on 11 stations; Modern Foods (X-pert Cake Mix), participations on 13 stations; Pillsbury Mills (Pillsbury Best Flour), announcements on programs on 14 stations. Smaller schedules are used by Kitchen Art Foods (Py-O-My Mix); H. C. Cole Milling Co. (Omega and White Ring Flours); Pillsbury Mills (Pancake Mix).

Shortening advertising accounted for better than $3 million worth of national network time during 1948: Armour & Co. (Star Shortening), using *Queen for a Day* on MBS, Jan.-Aug. ($99,330); Lever Bros. Co. (Spry) with *Aunt Jenny*, CBS ($993,281); Procter & Gamble Co. (Crisco), *Welcome Travelers*, ABC ($887,360), *Perry Mason*, CBS, starting in November ($20,901), *Young Doctor Malone*, CBS ($574,239); Southern Cotton Oil Co. (Wesson Oil, Snowdrift), *Paul Whiteman*, ABC Jan.-June ($595,940), *Noah Webster Says*, NBC ($66,624). Only spot advertising reported for shortening was Southern Texas Oil Co. (Crustene Shortening), sponsoring Red River Dave McEmery on southern stations starting last September.

Network advertisers of fresh meat and dairy products in 1948, in addition to National Dairy Products Corp. and Swift & Co., listed in the table adjoining, were: American Meat Institute, sponsoring *Fred Waring*, NBC, with gross time charges of $851,032 for the year; Armour & Co. (meats) *Hint Hunt*, CBS ($1,080,560), program to move to MBS in May; Borden Co. (All products), *Your Song and Mine*, April-July; *County Fair*, July-Sept.; *Your Song and Mine*, Sept.-Dec., CBS ($848,814); Luer Packing Co., (meats), *Chuckwagon Tales*, CBS, June-Sept. ($4,212); Tillamook County Creamery Assn. (cheese), *Tillamook Kitchen*, NBC ($21,216), program moved to Don Lee at year's end; Washington Co-operative Farmers Assn. (Lynden poultry products) *Jack Gregson Show*, NBC, Jan.-July ($28,793).

Kroger Co., midwestern grocery chain, was the major meat advertiser using spot radio during 1948, sponsoring daily quarter-hours on 24 stations for Tenderay Beef. Other meat advertisers, using from one to five stations included: American Packing Co., C. A. Durr Packing Co., Hygrade Products, Illinois Meat Co., Oscar Mayer & Co., Rath Packing Co., Stadler Packing Co., Washington Beef & Provision Co.

In the dairy products group of spot accounts, Swift & Co. used announcements for its ice cream all through the year, hitting a peak of 97 stations last summer and remaining on 45 during the winter. Eskimo Pies Corp. and National Dairy Products Corp., in spring-to-fall campaigns, each used announcements on up to 19 stations. Eskimo Pies in March kicked off its 1949 campaign with spots in three markets. A year-round ice cream advertiser, Breyer's Ice Cream Co., was using spots on 17 East Coast stations early in 1949. Other current dairy advertisers, all using fewer than ten stations, are: Abbott Arden Dairies Farms Co., Balian Ice Cream Co., Breakstone Bros., Foremost Dairies, Golden Bear Dairy, Irvingdale Farms, Maglias Ice Cream Co., Milk Foundation, Oak Dell Milk Co., Southern Dairies, Sheffield Dairies, Western Maryland Dairy Co., Yami Yogurt Products.

Since Jan. 1, 1949, National Dairy Products Corp. has sponsored for five-quarter-hours a week *Dorothy Dix* on ABC. Spot campaigns are planned by Brick O' Gold Corp. (dairy products) and Mickelberry Food Products Co. (farm sausage).

California Prune and Apricot Growers Assn. (Sunsweet Tenderized Fruit), *Surprise Theater, Knox Manning* (Jan.-June), CBS ($10,488), and Washington State Apple Commission (apples), *Knox Manning, Front Page Features*, (Jan.-March), CBS ($15,295), were the only network advertisers of fresh fruits in 1948. Florida Citrus Commission, a heavy spot advertiser during the first nine months of last year when it sponsored announcements on some 70 stations, dropped out of radio in the final quarter but returned in January with five spots a week on 14 stations. Texas Citrus Exchange started heavy spot drive for Sure-

(Continued on page 88)

An "OVERALL" Picture of WIBW Listeners

Kansas farmers like this raise families like this. They also raise $1,266,671,000.00 worth of crops and livestock.

But here's what will interest you! When WIBW tells these farm families where to spend these millions, our advertisers see their sales shoot up.

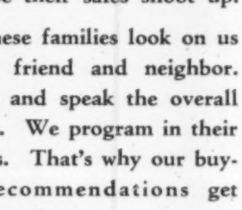
After all, these families look on us as an old friend and neighbor. We think and speak the overall language. We program in their interests. That's why our buying recommendations get quick action.

■

For overall coverage and sales results in Kansas and adjoining states, your best bet is WIBW.

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

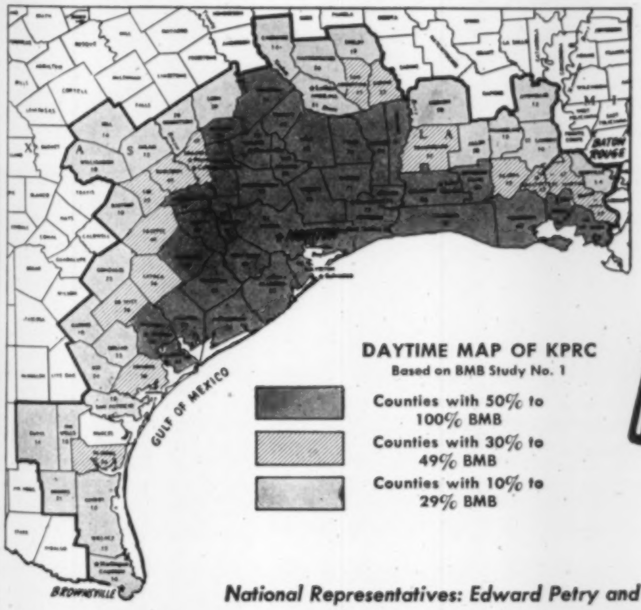
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



DAYTIME MAP OF KPRC
Based on BMB Study No. 1

▩	Counties with 50% to 100% BMB
▨	Counties with 30% to 49% BMB
░	Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

Class 11

(Continued from page 86)

sweet fresh grapefruit and grapefruit juice throughout the Midwest around Jan. 1, 1948. United Fruit Co. is using spots in the Midwest.

Egan, Fickett & Co., has used participations on New York radio and TV programs for Hurdy Gurdy citrus fruits, new brand of Florida fruits, in addition to radio announcements for Nevins Indian River oranges and grapefruit.

General Foods Corp. is using more than 100 stations in an announcement campaign for Bird's Eye Frosted Foods. Deerfield Packing Corp. conducted a 17 week winter campaign for Seabrook Farms frozen food products, using one-minute spots on 24 stations in the Northeast, following a similar campaign in September. Snow Crop Marketers Inc. uses programs and announcements for its frozen foods in New York, St. Louis and Los Angeles. Zero House (frozen foods) is one of four Urbana Ill., firms co-sponsoring basketball broadcasts locally.

Network advertisers of bakery goods and miscellaneous foods, in addition to National Dairy Products (in table) were: Continental Baking Co. (Wonder Bread, Hostess Cake), *Grand Slam*, CBS ($756,889); First National Stores (institutional), *Guy Lombardo*, ABC ($71,448); Libby, McNeill & Libby (all products), *My True Story*, ABC ($1,778,550); National Biscuit Co. (crackers, etc.) *Whiteman Record Club* (Jan.-June,) ABC ($668,982); Planters Nut & Chocolates Co. (peanuts, oil), *Elmer Peterson*, NBC ($82,320); Safeway Stores (Sunnybank Margarine), *Dr. Paul* (Jan.-Feb.), NBC, ($13,850); Standard Brands (Blue Bonnet Margarine, yeast, cheese, coffee), *One Man's Family* (Jan.-Sept.), NBC ($468,282); Sunnyvale Packing Co. (Rancho Soups), *Meet the Missus* (Jan.-Feb.), CBS ($13,661); Welch Grape Juice Co. (fruit preserves), *Meet the Missus* (April-Sept.), CBS ($31,693).

Spotwise, Continental Baking Co. uses announcements on 116 stations for Wonder Bread, on 66 stations for Hostess Cakes. Ward Baking Co. uses announcements and programs on 113 stations for Tip-Top Bread and cakes, on seven stations for Aunt Hannah's Bread. Kroger Co. sponsors five-a-week quarter-hours on 21 midwestern stations for its bread. National Biscuit Co. has Premium Cracker announcements and programs on 15 stations, weekly half-hours for NBC Bread on 23. Capital Bakers advertise Capital Bread with announcements on 17 East Coast stations. Regan Brothers Bakery uses spots and programs on nine midwestern stations for Holsum Bread.

TV ADVERTISERS
Class 11. Food & Food Products

Month	Net	Spot	Local	Total
July	—	—	—	20
Aug.	4	15	9	28
Sept.	4	13	12	29
Oct.	4	23	12	39
Nov.	4	28	11	43
Dec.	5	34	22	63
Jan.	4	54	32	90
Feb.	4	66	55	125

Source: Rorabaugh Report on Television Advertising

Langendorf United Bakeries promote bread sales with *Red Ryder* on 10 Don Lee stations. Interstate Bakeries Corp. (Butternut Bread) in March started *Cisco Kid*, three half-hours a week on 11 midwestern stations. Company has used this program for some time for Webar's Bread on a Don Lee California hook-up. Other bakery spot advertisers include: Arnold Bakers, Dugan Brothers of New Jersey, Freihofer's Baking Co., Purity Bakeries Corp., Old Homestead Baking Co. and Powers Bakery. More than 30 bakeries also sponsor network co-op shows in their communities.

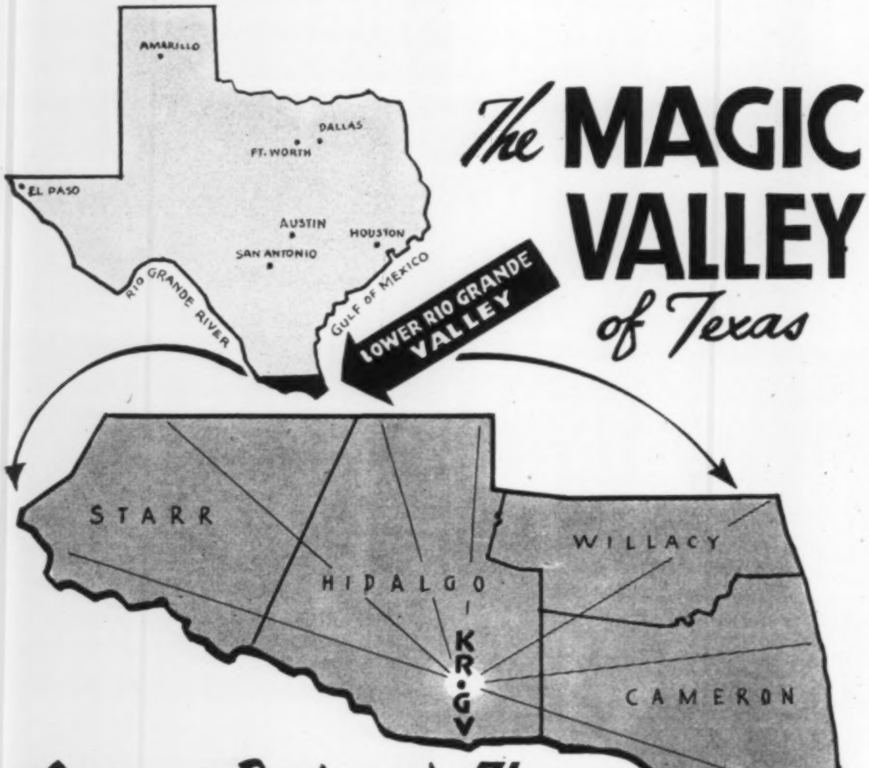
Miami Margarine Co. (Nu-Maid Margarine) on January 4 began sponsoring quarter hour portions of *Queen for A Day* twice weekly on 245 MBS southern stations, augmenting an extensive spot campaign. Standard Brands in November expanded in the South and Southwest the announcement campaign for Blue Bonnet Yellow Quik begun in August on some 65 stations. John J. Jelke Co. uses five minute programs in Kansas City for Good Luck Margarine.

Rosefield Packing Co., Good Foods Inc. are now sponsoring the weekly half-hour transcribed *Hollywood Theatre* programs on more than 50 stations for Skippy Peanut Butter. Southgate Foods uses ABC's co-op *Breakfast in Hollywood* on eight stations in the Southeast for Red Mill Peanut Butter. J. W. Leavitt sponsors *Hobby Lobby* in Boston for Teddy Peanut Butter.

Network advertisers using their programs for a variety of food products included: Butler Packing Co. (Dennison's Foods), *Newsweek Looks Ahead* (started August), ABC ($19,616); National Biscuit Co. (All Products), *Arthur Godfrey* (started Sept.), CBS ($480,275); Seeman Brothers (White Rose Food Products) *Buddy Weed Trio* (July-Oct.), ABC ($6,026); Nalley's Inc. (Mayonnaise, soups, pickles etc.) on March 2 began sponsoring *Meet the Missus* on CBS.

Other food advertisers currently using spot radio include: General Foods, (Bakers Coconut, Bakers 4-in-1 Sweet Cocoa Milk, Bakers Cocoa, Calumet Baking Powder, Certo, Diamond Crystal Salt, Sni-

(Continued on page 90)



The MAGIC VALLEY of Texas

King Cotton is Back on the Throne

The Magic Valley has planted over 770,000 acres this spring—the equivalent of over 500,000 bales. The Valley is looking forward to a $75,000,000.00 crop—(That ain't hay, Bud—That's COTTON). Contact a Taylor-Borroff Representative about this rich market with a population of 250,000.

NBC-Lone Star Chain
1290 KC
1000 WATTS
KRGV
STUDIO
WESLACO
TEXAS

QUESTION:

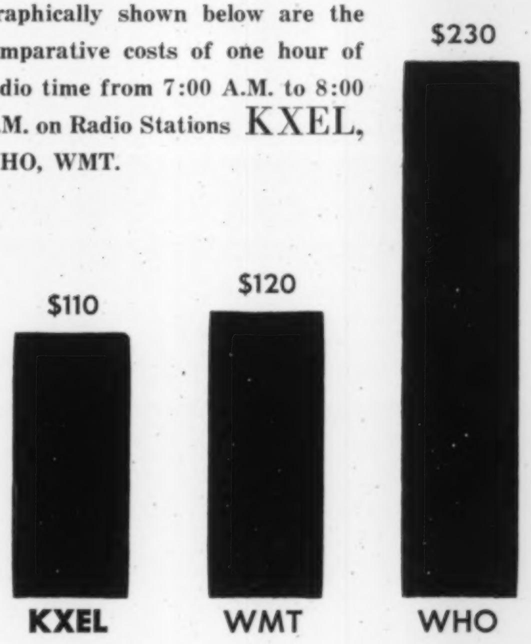
In Northeast Iowa, Do Your RADIO DOLLARS end up in SALES or just Atmosphere?

CLUE:

Here is the

COST

Graphically shown below are the comparative costs of one hour of radio time from 7:00 A.M. to 8:00 A.M. on Radio Stations KXEL, WHO, WMT.

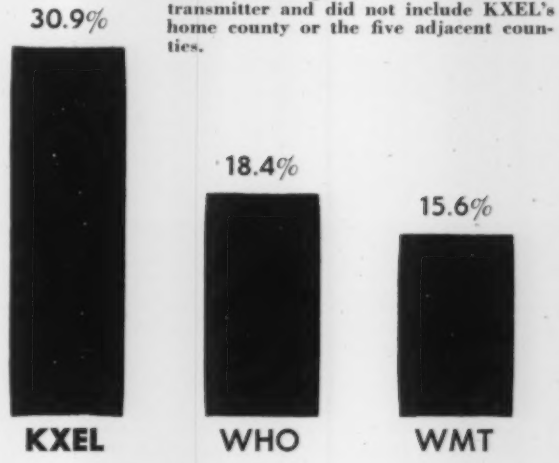


Here are the

LISTENERS

Shown below is the distribution of listening homes among the stations throughout the 14 county area studied by Conlan. The particular time shown below is Monday through Friday 7:00 A.M. to 12:00 A.M.

This Comprehensive Area Study was made in the fringe of counties surrounding KXEL extending as far as 100 miles from transmitter and did not include KXEL's home county or the five adjacent counties.



ANSWER:

Make no mistake. Your radio dollars end up in *more sales* when you use KXEL's 50,000 watt coverage to blanket Northeast Iowa.

★ KXEL has more listeners.

★ KXEL costs less.

★ KXEL ***national champion programs*** are tailored with a comprehensive selling know-how that's unbeatable in this Northeast Iowa market of agricultural and industrial wealth.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY, WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

Class 11

(Continued from page 88)

der's Condiments), Best Foods (Hellman's Mayonnaise, H-O Cream Farina, H-O Oats, Nucoa, Presto), Heekin Co. (Happy Family Baking Powder), H. J. Heinz Co. (all products), Wise Potato Chips Co., Olney & Carpenter (O&C potato sticks, cheese sticks and French Fried potatoes), Illinois Salt Co. (Sterling Salt), Little Crow Milling Co. (Coco Wheats), Carey Salt Co., L. De Martini Co. (nuts, bakers supplies etc.), Taylor-Reed Corp. (Q-T Frosting), Reddi-Whip Co., Salad Products Corp. (Lettuce Leaf Salad Oil), Minot Food Packers (cranberry sauce), Curtice Brothers (Blue Label Ketchup, Chili Sauce), Southern Cotton Oil Co. (Tavol Salad Oil), Crosse & Blackwell (kippered herring), Penn Sugar Co. (Quaker Sugar), P. J. Ritter Co. (chili sauce, relish, catsup, etc.) Mutual Citrus Products Co. (MCP Pectin and Lemon Juice), Pacific Citrus Products Co. (Hawaiian Pineapple Co. (juice and pineapple), Edible Oil Institute (institutional), Gem Packing Corp. (Gemma Cooking Oil), Crescent Nut & Chocolate Co.

About 125 food products are advertised on network cooperative shows. Some 21 grocers also sponsor these network co-op programs in their localities, with other food stores sponsoring other programs or announcements. Restaurants apparently are less likely radio advertisers, only eight being reported among sponsors of network co-ops.

Class 12: . . . . . Gasoline

CLASS 12. GASOLINE, LUBRICANTS & FUELS

*

NETWORK (Gross)
1948 $5,969,057
1947 5,731,604
1938 3,032,898

SPOT 1948 (Net) $2,682,000

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
TEXAS CO.			$1,241,898	$1,115,994	$405,265
"Texaco Star Theatre" Kudner Agency	Gas & Oil	CBS-162/CBC-½ (Jan.-March)	212,688		
"Texaco Star Theatre"; "Milton Berle Show" (Sept. 22) Kudner Agency	" "	ABC-252/CBC-½	802,848		
"Metropolitan Opera" Buchanan & Co.	" "	ABC-255-approx. 3 hrs (Jan.-March)	226,362		
SUN OIL CO.			$1,049,768	$1,022,624	$631,667
"Sunoco Three Star Extra" Roche, Williams & Cleary	Oil, Fuel, Gasoline	NBC-34-1¼			
GULF OIL CORP.			$612,714	$610,089	$399,360
"We the People" Young & Rubicam	All Products	CBS-121-½			
CITIES SERVICE CO.			$630,108	$613,380	$638,205
"Highways in Melody"; "Band of America" (eff. June 4) Ellington & Co.	Gas & Oil	NBC-81-½			
PURE OIL CO.			$629,000	$627,341	....
"Kaltenborn Edits the News"; (Mon., Wed., Fri.; eff. May) "Harkness of Washington" (eff. May, Tues., Wed., Thurs.) Leo Burnett Co.	Petroleum Products	NBC-32-1¼			
STANDARD OIL OF NEW JERSEY			$311,300	....	....
"New York Philharmonic" Marschalk & Pratt	Institutional	CBS-153-1½ (Oct.-Dec.)			

Source: Publishers Information Bureau

* BROADCASTING estimate

INCREASED DEMAND for petroleum products, which had a record sale in 1948, and increased competition among individual companies to meet this demand, should mean increased radio and TV billings for gas and oil advertising during 1949, according to William R. Boyd Jr., president, American Petroleum Institute.

During 1948, Mr. Boyd reports in a statement to BROADCASTING, petroleum production "hit an all-time peak, totaling 2,016,282,000 barrels for the year; exploration and drilling also set new records, with a total of 40,063 new wells in 1948, an increase of 18.4% over 1947. Refined products and dollar volume sales also went up."

Citing estimates of "competent authorities that total demand for the current 12-month period will range from 3 to 5% higher than in 1948," Mr. Boyd states:

"As in other industries, supplies are more nearly approaching normal than they have for some years, and competition among the many units in the industry, always at a high peak of intensity, will doubtless receive added impetus during the current year. This situation probably will reflect itself in increased advertising activity, both in the printed press, on the radio and no doubt on television. It is difficult to even attempt to estimate the amount of money thus involved but it is logical to assume that as companies compete more intensively with each other for the available market, advertising expenditures will mount in direct proportion.

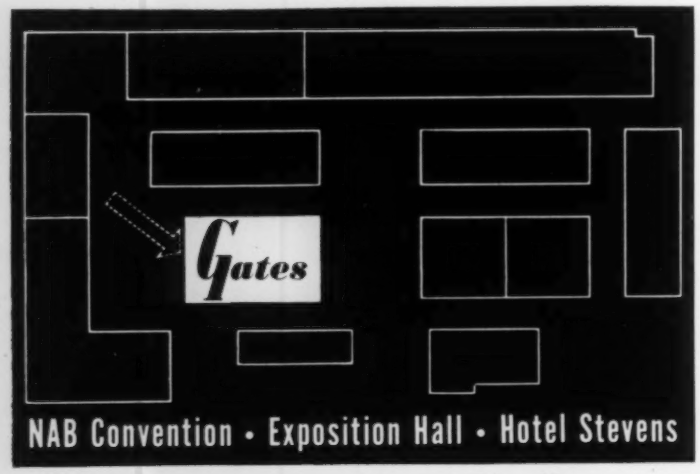
"Radio has been used extensively in the past as an advertising medium and television probably will be used increasingly in petroleum advertising as it grows and reaches into more and more homes and offices of consumers."

Substantiating Mr. Boyd's prediction of increased advertising of gasoline and oil during 1949, Publishers Information Bureau tabulation on nationwide network gross billings for January gave this group a total of $635,638, up 8.6% over the gross of $585,368 for January 1948. Network billings for this group should go up farther with the addition of *National Barn Dance*, now sponsored by Phillips Petroleum Co. each Saturday for a half-hour on ABC.

Other network advertisers in this class, in addition to the leading advertisers listed in the table, include American Oil Co., which started *Carnegie Hall*, weekly half-hour, on ABC last September, spending $104,011 for time during the remainder of last year. This program replaced this sponsor's *Professor Quiz*, which ended its ABC run in July. Arabian-American Oil Co. last summer sponsored *Hope of Peace* quarter-hour weekly institutional series, on ABC ($133,242). Richfield Oil Corp. in September moved *Richfield Reporter*, daily 15-minute news program broadcast in the West, from NBC ($198,624) to ABC ($81,168).

Signal Oil Co. sponsors *The Whistler* on a western CBS network a half-hour a week ($70,275); Skelly Oil Co. has Alex Drier's 15-minute newscast on a midwest NBC hookup five mornings a week and *This Farming Business* on Saturday ($180,288); Standard Oil Co. of California sponsors *Standard School Broadcast* for a Thursday morning half hour on NBC on the Pacific Coast during the school year ($28,607) and *Standard Hour*, 60-minute Sunday program, on the same network the

(Continued on page 94)



NAB Convention • Exposition Hall • Hotel Stevens

STILL first*

in the morning (8-12 a. m.)

in the afternoon (12-6 p. m.)

and **in total rated periods**

* October through February Hooper Ratings

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest, audience *loyalty*, audience promotion!

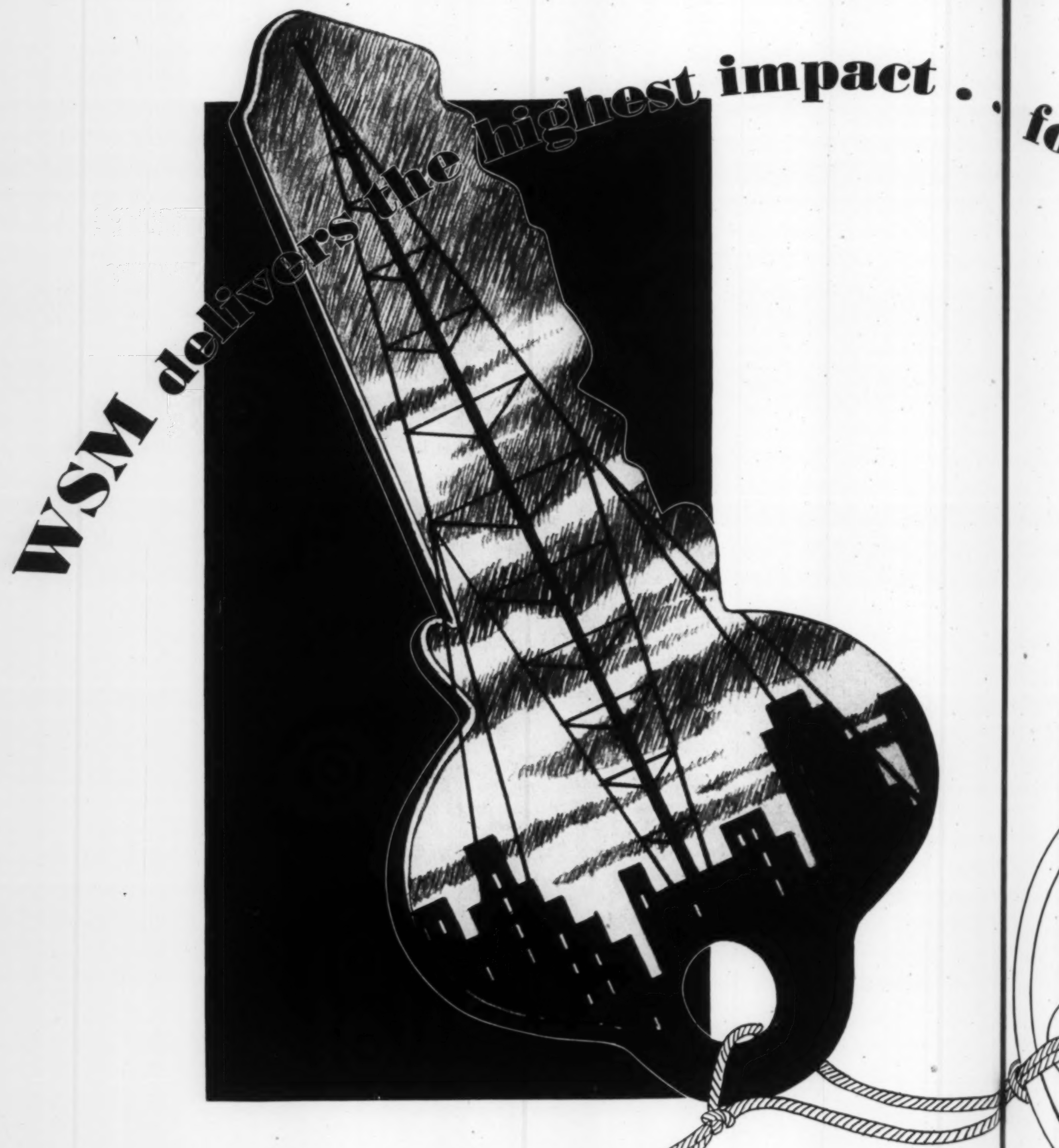
Proof? As we go to press, word has just been received that WFBR has won 3rd prize nationally in the annual BILLBOARD audience promotion competition! No other Baltimore station won *any* award!

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ—modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM WFBR FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY


WSM delivers the highest impact . . fo

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY CO., NA

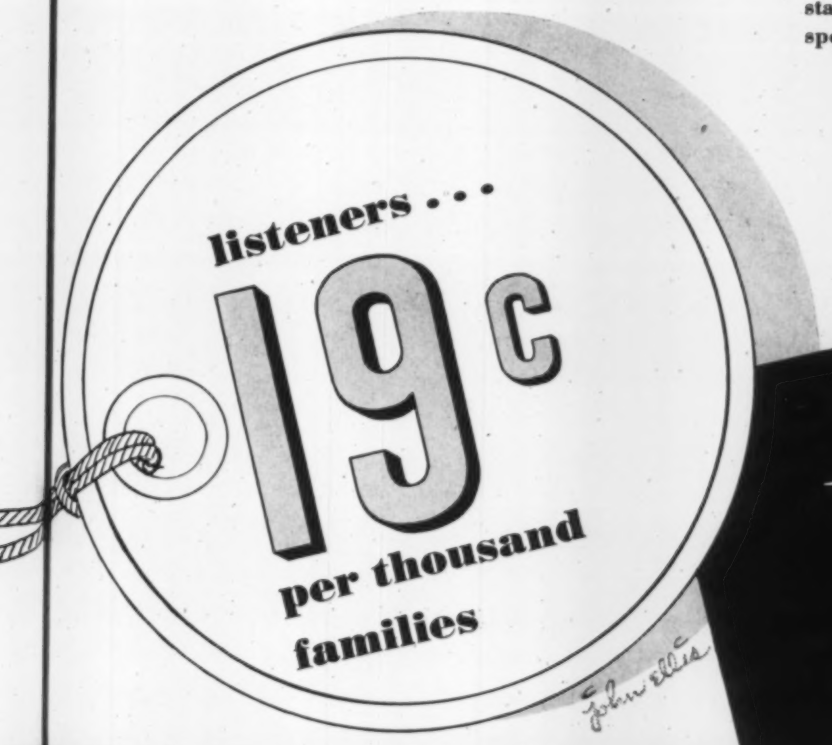
. . for the lowest rate in the nation

NIGHTTIME RADIO FAMILIES—19¢ per 1,000!

This is the lowest cost for any 50 KW station in the nation. The figures are obtained by applying 1946 BMB coverage data against WSM's current hourly rate.

WSM daytime coverage costs 20¢ per thousand radio families. That's the nation's fifth lowest 50 KW cost, bettered only by New York and Chicago stations. We'll be glad to send you one of our coverage maps showing where these families live.

These BMB based figures are the only yardstick of this nature that radio has. For further evidence of what WSM can do with its low cost coverage and its talent staff of more than 200, let us build you a show for spot coverage of the rich mid-South market.



WSM
NASHVILLE

TRY CO., NAT'L REPRESENTATIVES • 50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Class 12

(Continued from page 90)

year round ($157,920).

Coal advertisers who used the networks during 1948 included: Appalachian Coals Inc., sponsoring Alvin Halfer's 5-minute newscasts five times a week on MBS from January to August ($203,349); Delaware, Lackawanna & Western Coal Co., with *The Shadow* on Mutual for a Sunday half-hour ($86,246), and Hudson Coal Co., with a 15-minute Sunday morning series, *D & H Miners*, on NBC ($49,088).

Oil companies for years have been among the leading sponsors of sports broadcasts and are adding video sports coverage to their promotional schedules as this field develops. Heading the sports sponsor list is Atlantic Refining Co. which this summer will sponsor its 14th consecutive season of professional baseball broadcasts. Atlantic 1949 line-up includes all home games of the Philadelphia Athletics and Phillies, broadcast on a regional hookup fed by WIBG Philadelphia; all home games of the Boston Braves and Red Sox, with WHDH Boston originating the broadcasts for a New England sports network; all games of the Pittsburgh Pirates, fed by WWSW Pittsburgh to a Western Pennsylvania network; all games of the Baltimore Orioles, on WITH Baltimore. In each area Atlantic will have a co-sponsor for the games, which total 616 for the season.

Atlantic will also sponsor video coverage of the Philadelphia games, using all three Philadelphia TV stations on a rotating basis. Each fall Atlantic continues its sports broadcasts by covering college and high school gridiron contests throughout the east. Overlapping of baseball and football last October pushed Atlantic's broadcast activities to a peak of 182 stations in that month, according to the Rorabaugh Reports, which showed 117 stations used by Atlantic in September and 116 in November. The company also sponsors telecasts of the U. of Pennsylvania football games each year.

Most oil companies had not announced their summer plans as this was written, but March saw Ashland Oil & Refining Co. sponsoring U. of Kentucky basketball games on a 17-station network in that state, similar to the one which broadcast the school's football season last fall. Magnolia Petroleum Co. was sponsoring Texas basketball playoffs on Texas State Network. Standard Oil of Indiana was sponsoring high school state basketball tournaments broadcasts on WIRE Indianapolis and KGLO Mason City, Iowa. This company, in addition to regular news and sports shows on 21 stations throughout the midwest, also sponsored numerous football broadcasts last fall.

TV ADVERTISERS
Class 12. Gasoline, Lubricants & Other Fuels

Month	Net	Spot	Local	Total
July	—	—	—	6
Aug.	2	5	—	7
Sept.	2	3	1	6
Oct.	2	7	1	10
Nov.	2	9	2	13
Dec.	2	7	4	14
Jan.	2	6	4	12
Feb.	2	10	6	18

Source: Rorabaugh Report on Television Advertising

Union Oil Co. last year sponsored football telecasts on KLAC-TV Los Angeles and Tidewater Associated Oil Co. used KTLA (TV) of that city for its video football coverage. Tidewater also sponsored west coast gridiron broadcasts on five Alaskan stations. General Petroleum Co. last summer broadcast Olympic Game films on KTSL (TV) Los Angeles and Petrol Corp had a wrestling series on KTLA. During the winter, Aetna Oil sponsored hockey telecasts on WAVE-TV Louisville; Sinclair Refining Co., wrestling on WMAL-TV Washington, plus 28 time signals a week on the same TV station; Clark's Super-Gas Co., hockey on WTMJ-TV Milwaukee.

Esso Standard Oil Co. is a perennial sponsor of newscasts, with five, 10 or 15-minute programs broadcast one, two or three times a day on 42 stations in the Esso service area, year after year. Shell Oil Co. uses news and other masculine appeal programs five to 15 minutes long, currently aired three to 24 times a week by 39 stations, with plans for expansion in the works. Socony-Vacuum Oil Co. maintains a similar broadcast schedule on nine stations, Texas Co. on eight. Petroleum Solvents Corp. (Siloo) uses announcements on 13 stations.

Phillips Petroleum Co. uses 10 and 15-minute programs three to six times a week on 25 stations, half-hour weekly shows on six. In March, Sinclair Refining Co. started a four-month campaign for a new anti-rust gasoline that called for the use of some 1,500 announcements on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, plus three daily newscasts on WEMP Milwaukee.

Two major oil companies are in the forefront of TV network sponsors. Texas Co.'s Tuesday night 60-minute *Texaco Star Theatre* on NBC's video network was the top-ranking television program throughout the winter, achieving not only the largest viewing audiences week after week but also a sponsor identification index running well over 90%. Texas Co. also last fall sponsored the first experimental video broadcast of a full-

(Continued on page 96)

WHBQ

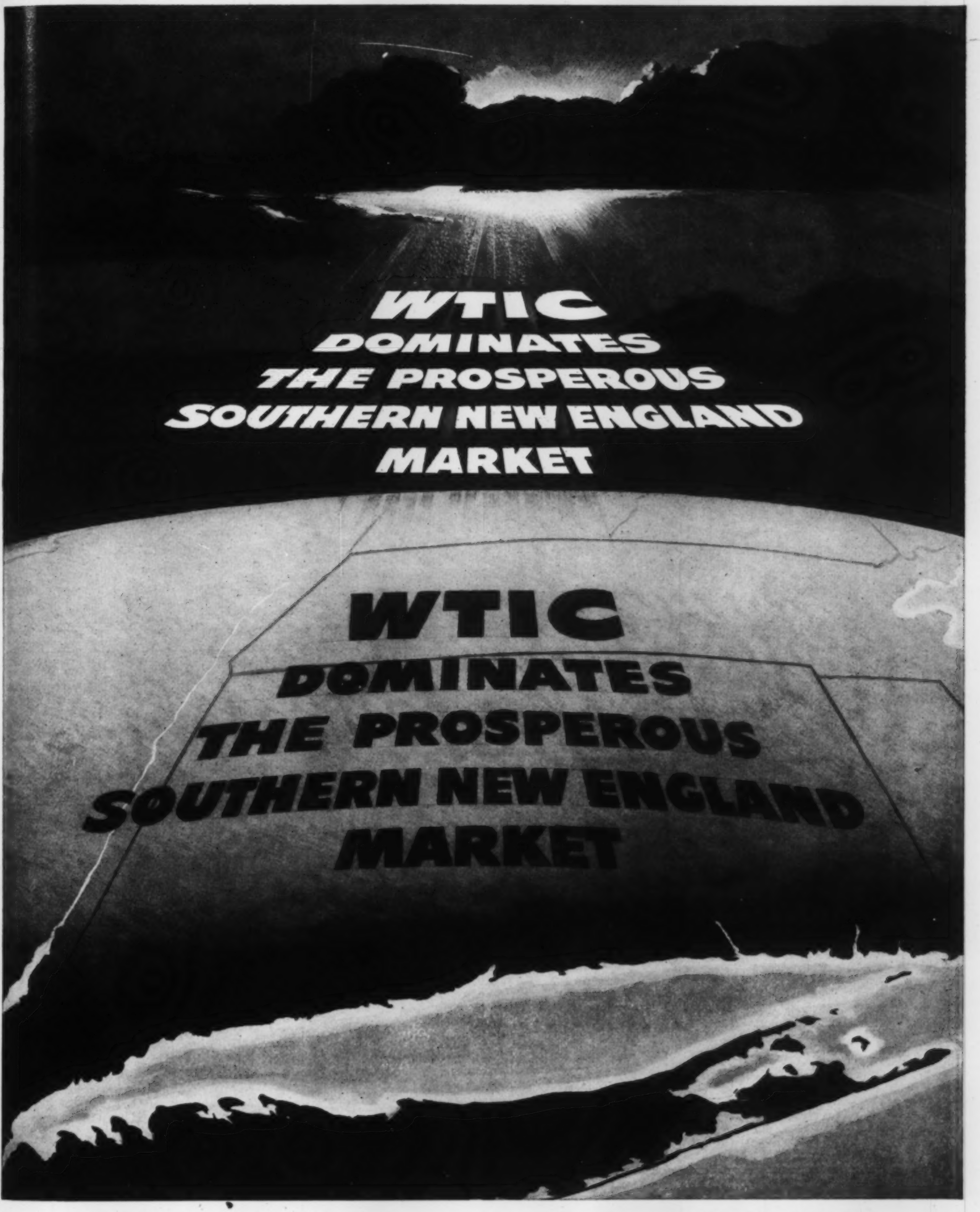
Covers this vast Agricultural Area

With Programs Beamed at a Buying Public
News, Markets and Favorite Folk Music Stars

- Now 56 on the dial—5000 watts day—1000 watts night
- WHBQ brings Mutual to a vast new area
- 4,944,900 population
- 1,027,244 radio homes
- $3,973,917,000 effective buying income

Your MUTUAL Station
WHBQ
MEMPHIS, TENNESSEE

WIRE, WRITE, OR PHONE THE WALKER COMPANY FOR AVAILABILITIES
Owned and Operated by Harding College


WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr. **Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.**

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Class 12

(Continued from page 94)

length opera on an ABC TV hookup, perhaps a forerunner of the time when this company's Saturday afternoon opera broadcasts will be seen as well as heard by the audience at home.

Gulf Oil Co. sponsors two TV network series, *We the People* on CBS, first sponsored program to be simultaneously broadcast and telecast on a regular basis, and *Gulf Road Show* on NBC. American Oil Co. in February sponsored NBC's telecast of the Army championship boxing matches as a one-time program and early in April Socony-Vacuum Oil Co. sponsored the same network's TV pickup of *Julius Caesar* from the Little Theater in the Folger Shakespeare Library in Washington.

Oil company spot, but not sport, TV users include Pate Oil Co., Standard Oil Co. of New Jersey, Fleetwing Corp. and Southern California Gas & Oil Co., all using announcements; MacMillan Petroleum Corp., sponsoring *Roving Camera*, 15-minute weekly program, on KTLA (TV) Los Angeles; Sun Oil Co., sponsoring *Curious Camera*, also a quarter-hour a week, on WMAR-TV Baltimore.

The extent of local radio sponsorship by oil and coal companies may be estimated from their use of network co-op programs, which are currently sponsored by 24 gas and oil firms, three service stations and eight coal companies. The class counts six sponsors of TV at the local level.

Class 13: Horticulture

FERRY-MORSE Seed Co. did not begin its annual campaign for its seeds until Feb. 5 this year, so the Horticulture column of network business shows a blank for January, compared with a gross of $27,195 for that month of last year. For the fifth year, Ferry-Morse is sponsoring *Garden Gate*, Saturday morning quarter-hour program, on CBS, in the pre-planting season. This year's campaign is to run 16 weeks.

Spot advertisers in this category include Stern Nurseries, using one to 12 quarter-hours a week on seven Southern stations; Northrup, King & Co., with spots and programs on 16 midwestern stations in February for its seeds, feeds and seed corn; Garst & Thomas Hybred Corn Co. and Pioneer Hybred Corn Co., using spots and quarter-hours for their seed corn; California Spray Chemical Co., advertising Ortho Garden Spray in a 26-week *Garden Guide* campaign on eight MBS California stations. Mountain View Nurseries tested two 15-minute periods on WENR Chicago in January, may be back with regular schedule.

Allied Florists Assns. of Greater Baltimore and Greater Philadelphia use announcements on stations in those cities; Retail Florists Assn. of Colorado sponsors the *Singin' Sam* transcription series on KFEL Denver.

CLASS 13. HORTICULTURE

NETWORK (Gross)			SPOT (Net)		
	1948	$ 98,946	1948	$446,000**
	1947	197,170		
	1938	2,236		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
FERRY MORSE SEED CO.			$98,946	....	....
"Garden Gate" MacManus, John & Adams	Seeds	CBS-161-¼ (Jan.-May)			

Source: Publishers Information Bureau

** BROADCASTING estimate

Breakdown by Business Categories Continues on page 102

KANS

WICHITA, KANSAS

NOW

5,000 WATTS

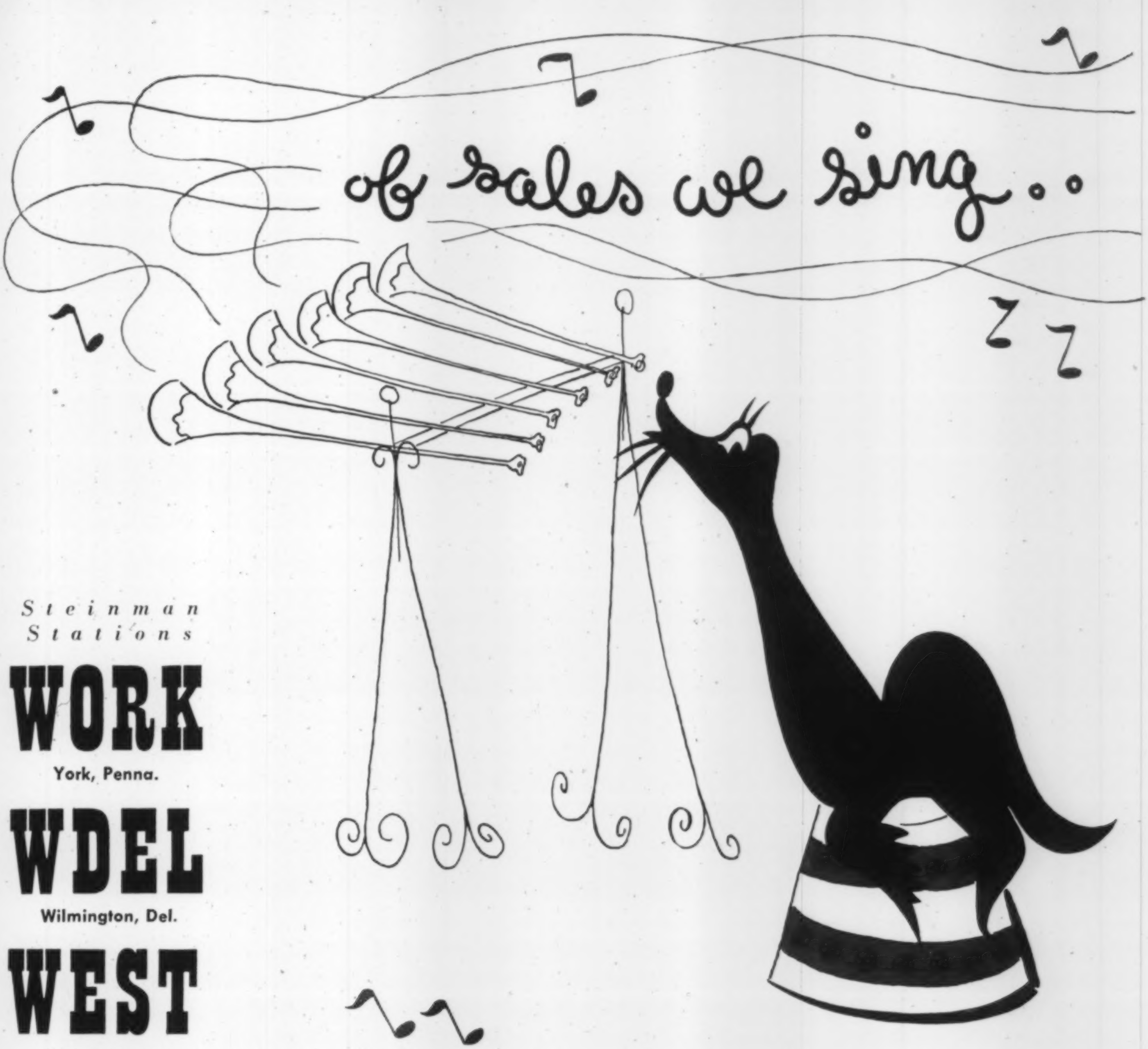
1480 ON THE DIAL

AFFILIATED WITH
NATIONAL BROADCASTING
COMPANY

Represented by
TAYLOR-BORROFF & COMPANY, INC.

EXPANDED COVERAGE FOR
A GROWING MARKET

KANS ½ MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family: over $6,000 for Wichita; over $4,000 average for entire coverage area. Population—705,000. Radio families—177,936.



Steinman Stations

WORK
York, Penna.

WDEL
Wilmington, Del.

WEST
Easton, Penna.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WRAW
Reading, Penna.

. . . . because sales are our business. Through NBC network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by

Robert Meeker Associates
Chicago San Francisco New York Los Angeles

NBC AFFILIATES

two are always better than one . . .

Two instead of one can make all the difference in the world . . . in a wedding . . . or in an important retail market. Take Baltimore, Maryland, for example.

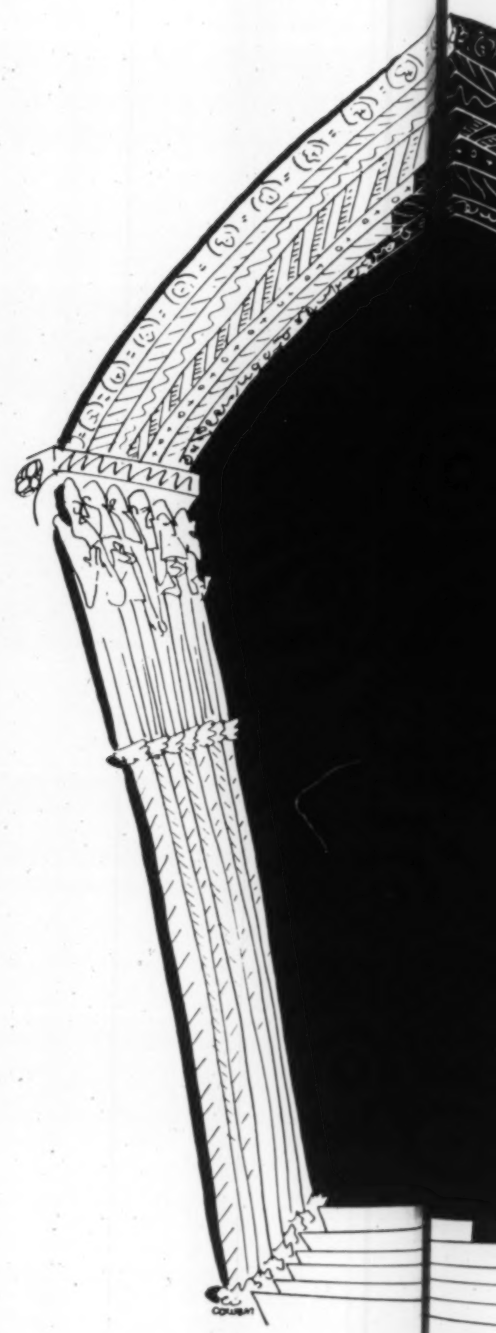
Baltimore, as you know, is a rich market with plenty of radio and television stations . . . but only one broadcasting organization that offers *both*. That one is WBAL.

You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL *and* WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising . . . just because the name WBAL, and much of the talent appearing on WBAL, is associated



in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market . . . let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

in Baltimore, WBAL—
and only WBAL, offers both . . .

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 28, Md.

WBAL and **WBAL-TV**
Mean Business in Baltimore!

Editorial

Lest *They* Forget

ALL YEAR long broadcasters are subjected to bleatings of the do-gooders, plaints of over-commercialism, or need for good taste and morals on the air. Thankfully less is heard of the Blue Book and of commercial-versus-sustaining balance from the FCC, and that is ascribable to the more practical approach of FCC Chairman Wayne Coy, himself a former broadcaster.

As broadcasters meet in annual convention, a communication came to the editors of this journal which was like a breath of fresh air dispelling the venom of the do-gooders and the time-grabbers. On another page is published the report of Harold Franklin, program director of the Institute for Democratic Education in New York.

"In view of the charges sometimes leveled at the industry for its derelictions in public service programming," he writes, "it is interesting to note that broadcasters have proved most cooperative where IDE's programs are concerned." His program, *Lest We Forget*, has been broadcast by more than 900 independent and network affiliated stations. Stations have contributed, free, 6,500 hours of time valued at nearly $1 million since 1945—better than half in Class A time.

This record does not surprise us. The fact that Mr. Franklin took time out to bare his thoughts did, because it is a refreshing departure from the norm. Mr. Franklin has received the cooperation of radio because he has not tried to badger or browbeat and because, as an experienced program executive, he has produced top-quality shows, with top talent. He has made it *easy* for stations to cooperate.

Radio likes it that way.

Tackling TV Hysteria

WITHIN the next few weeks—no one appears to know precisely when—the FCC will thaw the TV freeze and set TV standards for the new utlra-high frequency domain as well as for the present VHF spectrum.

If normal methods are used, the public will be thrown into confusion. TV is technical. No matter how carefully the FCC may handle its public notice, there will be garbled reports. The grape-vine will spread the story that present receivers are obsolete or obsolescent; that color will supersede black-and-white before you can say tropospheric, and that the public, therefore, should lay off buying sets, any sets—AM, FM or TV.

The Radio Mfrs. Assn. has appointed a committee to give the public, trade and government accurate TV information, apparently in anticipation of the thaw and the new allocations. And there lies vividly on the RMA memory the Zenith foray and the subsequent garbled versions of all the horrendous things that were happening to TV.

We suggest the radio manufacturers, for their own salvation, contribute a war chest of at least $100,000. Let them use it to buy spot announcements everywhere. Let them buy newspaper space, too. Let them, just this once, get the drop on the saboteurs and tell the simple, factual story that present-day TV won't be obsolete tomorrow, next year or five years from now. If they don't, there will be fewer manufacturers to contribute to the next war chest, just as there are fewer now than there were two years ago.

What Price Sports?

IS RADIO "as free as the press"?

On most counts yes, because radio newsmen are accredited on equal footing with the press, in Federal, state and local newsgathering. Strides forward are being made, notably through the work of the National Assn. of News Directors, in procuring for radio the same freedom that is accorded newspapers.

It is in the field of sports that radio falls down hardest in its freedom fight. There's the danger that radio is being taken for the kind of ride that could prejudice irreparably its claim to news freedom.

A warrior in the cause of sports freedom is Rogan Jones, owner of KVOS Bellingham, Washington, who more than a decade ago waged an uncompromising battle against newspapers in his area. Every time radio pays to cover a sports event, Mr. Jones lucidly proclaims, the cost of doing business is raised. And every time radio pays, particularly at the local level, the station defaults on its claim of freedom to access of news.

Radio doesn't pay for "rights," maintains Mr. Jones. It pays for exclusive rights—to keep other stations out. Rather than compete among themselves, he suggests sports rights funds be spent competing with other media.

The sports freedom issue arose last month in South Carolina when the legislature considered a "Privilege Fee" bill which would allow state-supported schools and colleges to sell exclusive broadcast rights. The South Carolina Broadcasters Assn., headed by Bevo Whitmire, of WFBC Greenville, killed the measure, on the ground that radio has as much right on a state athletic field as a newspaper.

The advent of TV has underlined the importance of sports freedom. Despite the fact that television has imbued new life in many sports which were decadent, stations and sponsors are paying for exclusive rights. Newspaper coverage rights, gratis, are taken for granted. Radio was the salvation of baseball and perhaps football in other years, by promoting the sports and the attendance. TV is doing the same thing. Yet we have ham-and-egg fighters, and grunt-and-groan wrestlers demanding a "cut."

Last Fall the British Columbia Assn. of Broadcasters took cognizance of this problem. They adopted this resolution:

> Whereas the actuality broadcasting of sports events promotes both the sports and attendance, therefore be it resolved (a) that members of the BCAB refuse to pay any fee for the rights to any actuality broadcast of any sports event and (b) that BCAB members *shall not* facilitate the payments for rights by sponsor or agency.

We commend that language to the NAB Convention meeting this week in Chicago.

WRC Helps Itself

THIS is the year radio will have to get out and sell itself—station managers agree on that—but they also agree that radio must have the facts. Advertisers no longer buy time by asking, "How much?", they ask, "What listeners, and how many, will I get for my dollar?"

The station that can show its advertisers those facts is that much ahead.

WRC Washington has a new and different audience survey—conducted by Research Director James Seiler. It takes nothing from existing audience measurements to say WRC has opened up new fields for radio research.

It is this kind of hard work for radio and by radio that will keep it growing as it has in the past. Complacency has no place in the business scene in 1949. There's always a new way, a way that hasn't been tried. It's radio's obligation to do as WRC has done, go out and get facts that prove radio is what it is—a successful and productive advertising medium.

Our Respects To —

THOMAS CAMPBELL CLARK

AS TRUST-BUSTER, champion of the people and firm supporter of American ideals and civil rights, Tom Clark is as vigorous in protecting the innocent as he is in prosecuting the guilty. The tall, easy-going, unpretentious Texan, who came to the Dept. of Justice in 1937, has reached his present post of Attorney General of the United States a step at a time.

The descendant of a long line of lawyers, Mr. Clark is the second Texan in modern times to serve in this high position. The other was the late Thomas Watt Gregory, appointed during Woodrow Wilson's administration.

The man who will make the keynote speech at NAB's Management Conference in Chicago this week is not new to broadcasters and those in radio's allied fields. The Attorney General has had occasion to play an important role in many legal decisions which have affected the FCC, radio manufacturers, and broadcasters.

Born Sept. 23, 1899, in Dallas, Thomas Campbell Clark is the son of William H. and Jennie (Falls) Clark. His early home was a huge Victorian house surrounded by great lawns and clusters of trees. It was located on what was then Dallas' most exclusive residential street.

After he finished high school in 1917, Tom was sent to Virginia Military Institute because his father wanted him to be an officer. As it turned out, the youth joined the National Guard the following year. During World War I he served as first sergeant with Company I of the 153d Infantry Div., remaining in the continental U. S.

When the war ended Tom entered the U. of Texas, securing his AB in 1921 and LL.D in 1922.

While at the U. of Texas he managed the university's publications, selling advertising on the side. Mr. Clark still recalls how he worked for $35 per month, assisting the faculty in grading papers. At that time, his monthly budget never exceeded $75.

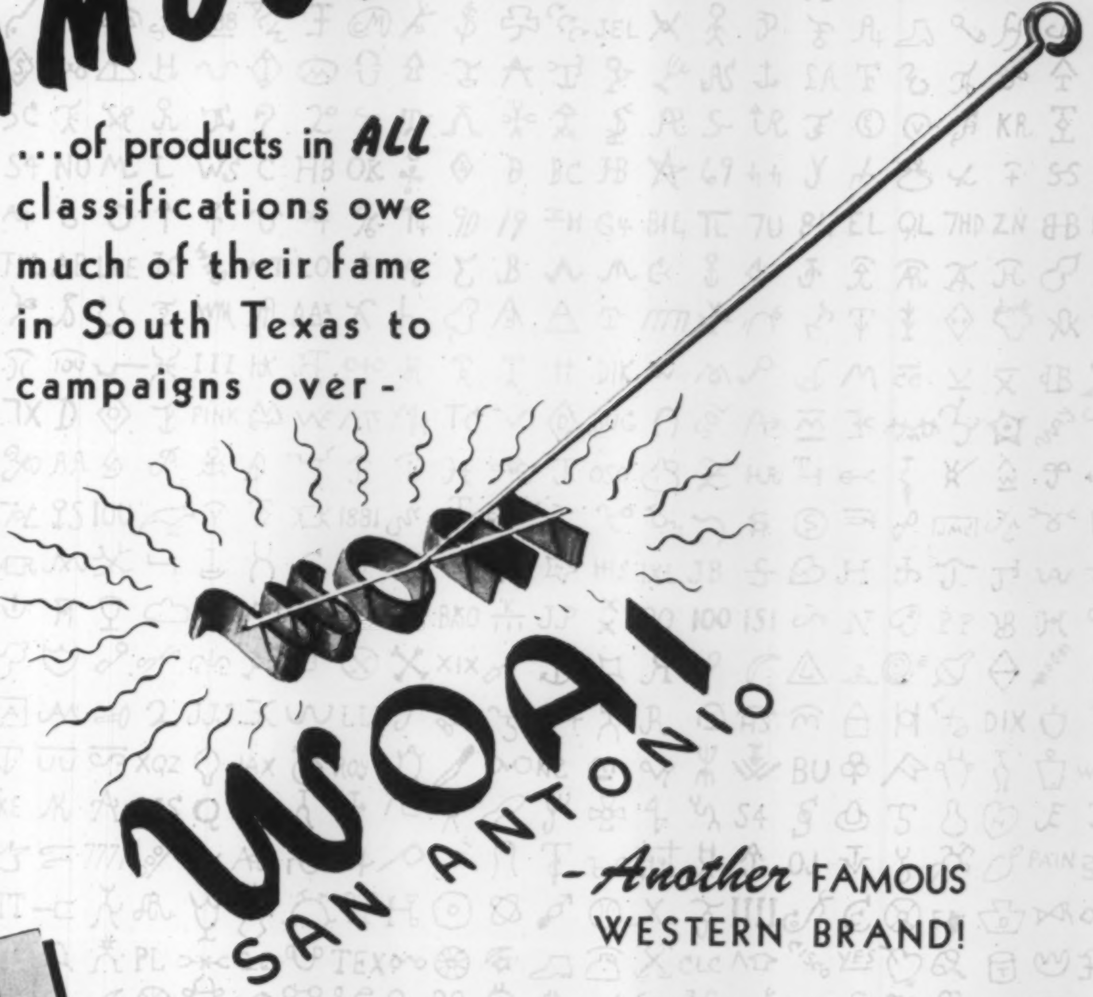
From 1922 to 1927 he was an associate in Clark and Clark, the family law firm, having entered the office with his father after being admitted to the Bar of the State of Texas and the Texas Supreme Court.

In 1927 Mr. Clark became assistant district attorney, taking charge of civil suits involving Dallas County. According to records, he never lost a case. He became a law partner of his boss, William McCraw, after the latter had served two terms as attorney general of Texas. He was admitted to practice before the U. S.

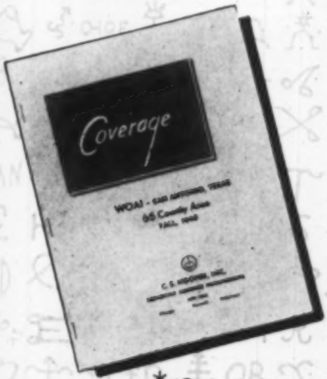
(Continued on page 174)

FAMOUS BRANDS*

...of products in ***ALL*** classifications owe much of their fame in South Texas to campaigns over -


WOAI
SAN ANTONIO

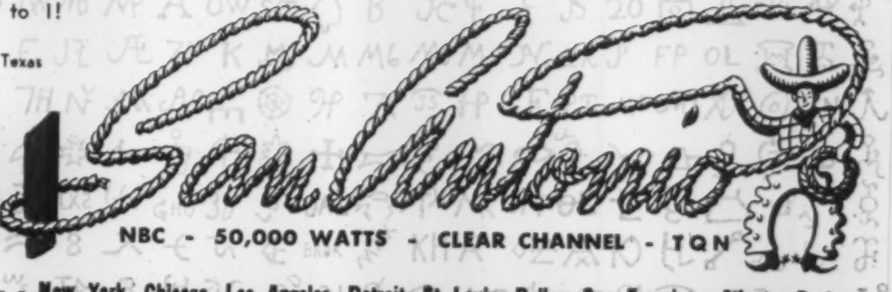
- *Another* FAMOUS WESTERN BRAND!


Coverage
WOAI
65 County Area

ROUNDUP TIME in 65 South Texas counties alone recently showed WOAI leading the herd both day and night by more than 2 to 1!

* © C. C. DABNEY, Fredericksburg, Texas

WOAI


San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - - - - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

Class 14: Household Equipment

CLASS 14. HOUSEHOLD EQUIPMENT & SUPPLIES

**

NETWORK (Gross) 1948 $8,628,906 SPOT 1948 $1,998,000 (Net)
1947 4,620,212
1938 743,707

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GENERAL ELECTRIC CO.			$3,283,378	$630,857	$391,871
"G.E. Houseparty" Young & Rubicam	All Products	CBS-164-25 min.	1,826,896		
"Fred Waring" BBDO	Institutional	NBC-161-½	783,084		
"Tales of Willie Piper" "What's My Name" (eff. June) BBDO	Lamps & Bulbs	ABC-169-½	673,398		
PHILCO CORP.*			$1,526,203	$1,395,065	....
"Breakfast Club" Hutchins Adv.	Refrigerators, Freezers Radios, Air Conditioners, TV Receivers	ABC-265-1¼			
WESTINGHOUSE ELECTRIC CORP.			$1,318,029	$1,137,412	....
"Ted Malone" McCann-Erickson	Laundromats, Refrigerators, Irons	ABC-212-1¼			
GENERAL MOTORS CORP.* (Frigidaire Div.)			$800,779	$815,463	....
"Man Called X";"Lum 'n Abner" (eff. Oct.) Foote, Cone & Belding	Refrigerators	CBS-164-½			
NASH-KELVINATOR*			$689,199	....	$345,344
"The Human Side of the News" Geyer, Newell & Ganger	Kelvinators, Stoves, Home Freezers	ABC-119-25 min.			
SEEMAN BROS. INC.			$630,525	$455,187	....
"Hollywood Headlines"; "Tomorrow's Headlines" (eff. July 31) William H. Weintraub	Air Wick	ABC-125-¼	165,883		
"Monday Morning Headlines" William H. Weintraub	Air Wick	ABC-204-¼	464,642		

Source: Publishers Information Bureau

*Additional expenditures in other product groups

** BROADCASTING estimate

SALES OF HOME APPLIANCES hit an all-time high in 1948, despite a year-end slump which continued into the opening months of 1949, leading many companies to cut prices and curtail production of refrigerators, ranges and some smaller appliances. A mid-March pick-up, which, however, did not bring sales back to the level of a year ago, was hailed by some retailers as the end of the slump, while others saw it as only a momentary response to bargain prices.

Avco's Crosley Division, which has tripled its advertising budget to $6 million for 1949, in March was contemplating no cuts in either prices or production. Admiral Corp., which had reduced refrigerator prices 15% and range prices 20-25% when its new line came out in January, stated that no additional price cuts for these products would be made.

But Westinghouse Electric Corp. on April 1 began a gradual curtailment of appliance production, while General Motors Frigidaire Division planned to lay off some workers in the next few months, "probably not more than 1,200 out of 20,000." Servel Inc. in February cut its refrigerator production back 25%. Bendix Home Appliances Inc. omitted the dividend on its common stock for the first quarter of 1949, as did Apex Electrical Mfg. Co. Apex, which has laid off 1,000 of its 3,000 employes, anticipated losses for the first half of 1949 just about matching the $945,170 profits made in the like period of last year. Easy Washing Machine Corp. deferred dividend action until June. And most refrigerators and ranges were priced at five to 10% below last year's level.

The sales decline of appliances in recent months has not been matched by any curtailment of radio appropriations. The network advertising of household equipment, which last year came close to doubling the 1947 volume, amounted to gross time purchases of $703,268 in January, not quite 1% ahead of the $697,630 gross for January 1948. In February, Homemakers Institute and Servel Gas Refrigerator Dealers started *What's My Name* as a Saturday morning series on ABC.

Crosley Division of Avco Corp. was planning a network television program and a spot radio campaign on about 100 stations for its refrigerators this spring. General Motors is offering Frigidaire dealers their choice of five syndicated radio programs for local use on a cooperative basis with the company sharing time and talent costs equally with the dealer. General Electric Co. has increased its Sunday night period on CBS-TV from 30 minutes to a full hour, featuring *Fred Waring and His Pennsylvanians.* Scott Paper Co. now cosponsors *Dione Lucas' Cooking School,* Thursday evening half-hour on CBS-TV, and Rockwell Mfg. Co. (Homecraft power tools) in March started *That's O'Toole* as a Sunday afternoon 15-minute program on ABC's video network.

Admiral Corp.'s *Broadway Revue,* a full Friday evening hour on both the NBC and DuMont television networks, continues as the major item in this company's appliance advertising, whose 1949 budget has allocated $750,000 for television alone.

General Electric appliances are advertised by both sound broadcasting and television in many local campaigns, sponsored by GE Supply Co., city-wide GE dealer organization or individual distributors. Nash-Kelvinator Co. has been using video spots and programs in four cities for its refrigerator line. More than 40 appliance dealers also sponsor individual TV campaigns in their localities, the most ambitious being that of Pierce - Phelps of Philadelphia, sponsoring *Homemakers' Matinee* for a full hour five afternoons a week on WCAU-TV. In the same city, Trilling & Montague, Norge dealers, have sponsored basketball on WFIL-TV in cooperation with the refrigerator company.

Hudson Paper & Pulp Co. uses programs and announcements on 11 East-Coast stations for paper napkins. Modglin Co. (brooms) sponsors quarter-hours of *Morning Matinee* on WLW Cincinnati and WINS New York, and of *Housewives Protective League* on WBBM Chicago. General Appliance Corp., Marcalus Mfg. Co. (paper napkins), Rap-in-Wax Co.

(Continued on page 104)

KHMO offers
Nat'l Advertisers
intense coverage of
this rich 42-county market
in Missouri-Illinois-Iowa

KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an INDEPENDENT area, sales-wise, boasting 255,140 Radio Families (BMB) and Retail Sales in 1948 of $617,263,000 (Sales Management). Call John Pearson Company for details.

KHMO Now on — 1070 KC
Mutual Network
SERVING THE RICH TRI-STATE AREA
5000 WATTS
1000 WATTS at NITE

IOWA
MISSOURI
ILLINOIS
KHMO HANNIBAL
FULTON

Wayne W. Cribb, General Manager
Nat'l. Rep. — John Pearson Company

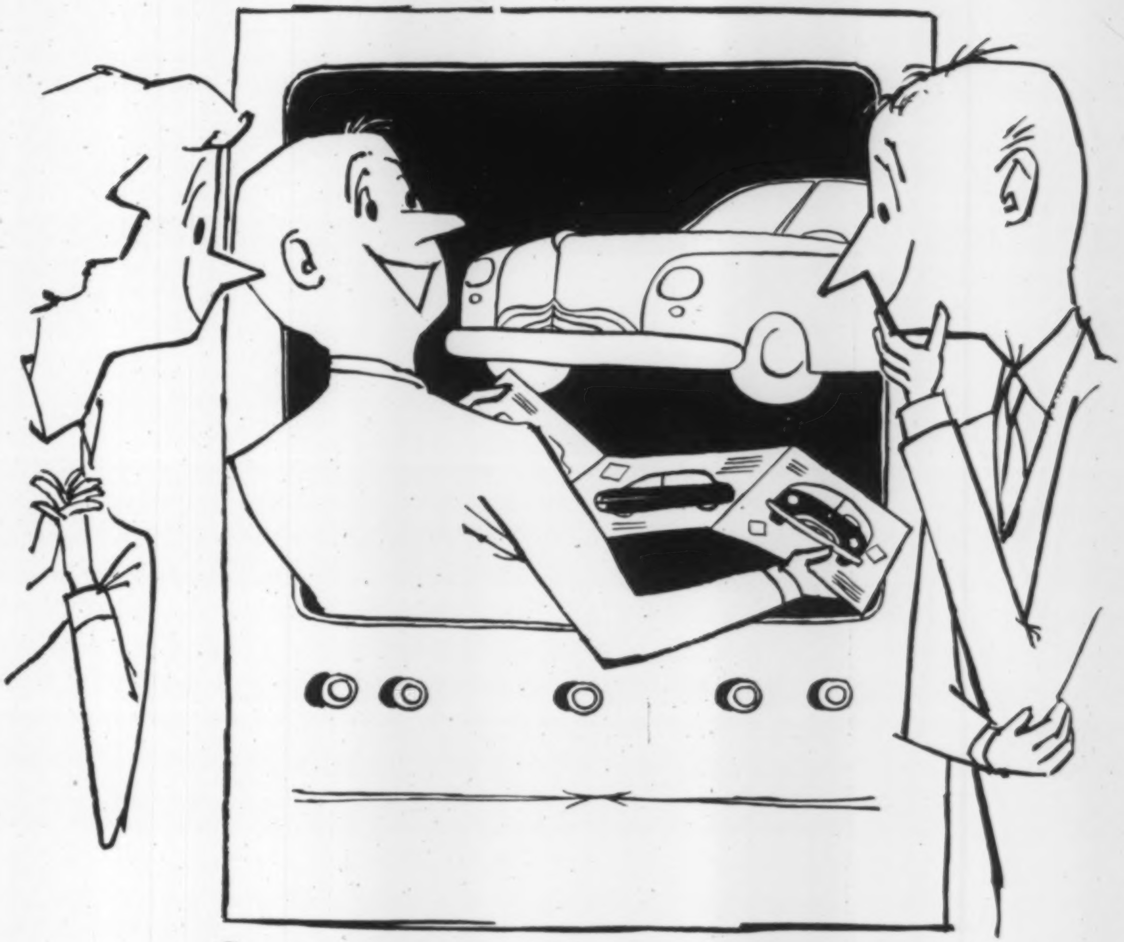
CHICAGO AUDIENCE FACTS

Saturday
3:00 to 4:00 PM

WIND 19%
Network A. 14%
Network B. 12%
Network C. 12%
Network D. 6%

PULSE
Jan.-Feb. '49

W·I·N·D
560 KC
24 hours a day



On WCAU you're in Philadelphia

WCAU-TV offers 150,000 showrooms in Philadelphia for a gigantic demonstration of the new models. Philadelphia, the nation's third largest city, is *second* in number of TV sets. Use the combination of eye and ear appeal in this very important concentration of buying power. WCAU-TV is a CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

Class 14

(Continued from page 102)

(waxed paper), Sage Laboratories (air refresher) have also initiated campaigns. Many local household equipment retailers sponsor local campaigns, with more than 100 using various network co-op shows.

Network advertisers in 1948 among this group, in addition to those listed in the table, include: Anchor-Hocking Glass Corp., sponsoring *Crime Photographer*, weekly half-hour (Jan.-March) on CBS, with gross time charges of $206,367; Bendix Home Appliances Inc. (washing machines), *George Fisher in Hollywood*, five 5-minute periods a week (May-July), CBS ($14,257); Club Aluminum Products Co. (household utensils) *Club Time*, weekly quarter-hour, ABC ($125,422); Modglin Corp. (Perma Brooms), *Meet the Missus*, quarter-hour a week (starting Sept.), CBS western network ($10,905); Stanley Home Products Inc. (Kitchen equipment), two one-time programs on ABC, *Northfield 1,000-Voice Choir* in May and *Boys' Town Choir* in December ($23,842). Since the beginning of the year, Seeman Brothers has discontinued *Tomorrow's Headlines* on ABC, started *Allan Jackson and the News* on CBS for a Saturday morning five-minute period; General Electric Co. has moved *House Party*, five half-hours a week, from CBS to ABC.

TV ADVERTISERS

Class 14. Household Equipment & Supplies

Month	Net	Spot	Local	Total
July	—	—	—	15
Aug.	1	6	10	17
Sept.	1	6	6	13
Oct.	2	6	9	17
Nov.	3	11	23	37
Dec.	3	16	31	50
Jan.	—	9	33	42
Feb.	2	2	42	46

Source: Rorabaugh Report on Television Advertising

Class 15: House Furnishings

FURNISHINGS are advertised primarily at the local level, with more than 130 retailers reported as sponsoring network co-op programs alone, in contrast to only four network sponsors and a small list of advertisers in this group using national and regional spot radio. Television similarly counts more than 35 local furnishings advertisers to two network clients

(Continued on page 106)

CLASS 15. HOUSEHOLD FURNISHINGS

NETWORK (Gross)	1948	$1,331,640	SPOT 1948 (Net) $1,532,000 **
	1947	697,641	
	1938	*	

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
INTERNATIONAL SILVER CO.			$853,074	$585,675	$85,095
"Adventures of Ozzie & Harriet"; "Silver Summer Revue" (eff. June 18) Young & Rubicam	Silver, Silverplate	CBS-152/CBC-½ (Jan.-Sept.)	653,445		
"Adventures of Ozzie & Harriet" Young & Rubicam	"	NBC-156/CBC-½ (Oct.-Dec.)	199,629		
ARMSTRONG CORK CO.			$429,779	$418,056	....
"Theatre of Today" BBDO	All Products	CBS-165-½			
MANTLE LAMP CO.			$40,273	....	....
"Smilin' Ed McConnell" William Hart Adler Inc.	Lamps, Lanterns Heaters, Vacuum Bottles	ABC-144-¼ (Oct.-Dec.)			
LONG ISLAND MATTRESS CO.			$8,154	....	....
"Charles Collingwood News" Alvin Wilder Adv.	All Products	CBS-8-¼ (Aug.-Dec.)			

Source: Publishers Information Bureau

* Furniture & furnishings combined, $743,407

** BROADCASTING estimate

C B S

KTRH

KEEPS STEP WITH HOUSTON'S PARADE OF PROGRESS

HOUSTON, TEXAS

50,000 WATTS

740 Kc

SERVING THE FAST GROWING GULF COAST AREA

New Programs

Add to CBS's great roster of shows — 51 new local quarter hours of live, personality programming per week.

New Studios

Houston's finest, just completed, sixth floor, Rice Hotel, leads in modern facilities and equipment.

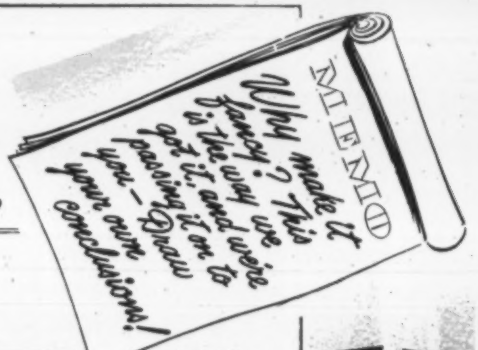
New Promotion

With hard-hitting, consistent newspaper, radio and personal appearances. KTRH has instituted an intensified campaign.

THESE PLUS AN AUGMENTED STAFF TO HELP YOUR "SELLABILITY" MAKE KTRH THE SOUTHWEST'S BEST BUY

Representative John Blair & Co.

here's the Youngstown Story . . .
W K B N delivers the audience!


MEMO
Why make it fancy? This is the way we got it, and we're passing it on to you—Draw your own conclusions!

HOOPER STATION LISTENING INDEX

CITY: YOUNGSTOWN, OHIO

City Zone

MONTHS: OCTOBER, 1948, FEBRUARY, 1949

Total Coincidental Calls—This Period 36,446

SHARE OF AUDIENCE

TIME	SETS-IN-USE	WKBN	Network Station B	Station C	Network Station D	Network Station E	Network Station F					FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.1	40.3	35.1	9.6	7.3	2.8	1.2					3.7	6,353
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	28.4	41.7	29.0	(13.2†)	9.7	2.3	1.4					3.9	9,482
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	41.2	50.1	27.1		14.2	4.6	0.8					3.2	17,170
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	30.2	24.0	30.6	(14.7†)	14.1	4.8	4.7					8.7	3,441
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	NOT RATED IN YOUNGSTOWN												
TOTAL* RATED TIME PERIODS	31.0	43.9	29.3	(12.3†)	11.6	3.6	1.4					3.8	36,446

NOTE: No interviewing was conducted during the World Series broadcasts.

The Hooper "*STATION LISTENING INDEX*" is computed from the total station mentions secured from the coincidental questions "*To what program were you listening, please?*" and "*Over what station is that program coming?*" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "*Not at home,*" those who are "*Not listening*" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "*Sets-in-Use*" computation is "*Total Homes Called.*"

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† The above measurements are adjusted to compensate for the fact that Radio Station C signs off at 5:45 P.M. in October and at 5:00 P.M. in November.

The Code of Practice governing the use of "*CONTINUING MEASUREMENT OF RADIO LISTENING*" applies to this "*STATION LISTENING INDEX.*"

Fall-Winter Report, Oct. 1948 through Feb. 1949, C. E. Hooper, Inc.

REPRESENTED BY RAYMER • 5000 Watts on 570 • CBS •

Class 15

(Continued from page 104)

and a half dozen sponsors of TV spot campaigns.

Like household equipment, furnishings have hit the doldrums in recent months. The public, with its more pressing postwar requirements pretty well satisfied, was holding off further purchases, presumably in hopes of lower prices. Retailers, contemplating well stocked but customerless furniture departments, cut down their orders to the factories. January orders for new furniture were down to about half the volume of January 1948 and February orders were about 20% below those placed in January. As in other lines, the state of business for the rest of the year would depend on how the buying public felt about its own financial condition and whether this is the time to purchase such long-lasting items as davenports and rugs.

A number of furnishings manufacturers turned to radio for aid in stimulating the urge to buy their products now. Duro Furniture Mfg. Co., Los Angeles firm which had been sponsoring a weekly 15-minute program on KLAC in that city, stepped up its advertising late in March by adding *Mayor of Melody* on KOWL Santa Monica, *Duro Contest Hour* on KFOX Long Beach, *Sweet Swing* on KGIL San Fernando, *Western Hour* on KWKW Pasadena and *Platter Parade* on KFWB Los Angeles.

California Cotton Mills in April started a two-month campaign on 24 West Coast stations. Pepperell Mfg. Co. had announcements on 18 New England stations for its Peerless sheets. Comfort Bedding Co. was sponsoring *Stars Are Bright* on KTTV (TV) Los Angeles. Finger Furniture Co. in March made its first use of radio by starting *Favorite Story* on KTHT Houston. Lester Piano Mfg. Co. uses *Piano Playhouse* and *Keys to Happiness* on WFIL Philadelphia.

Bonafide Mills Co. (linoleum) and Bigelow-Sanford Carpet Co. both have programs on NBC's TV network. Bonafide sponsors *Stop Me If You've Heard This One* for a half-hour each Friday; the *Bigelow Show* is a Thursday half-hour. Armstrong Cork Co. continues its Saturday noon dramatic series on CBS but Alexander Smith & Sons Carpet Co., which last spring used 80 stations, last fall 24, in spot campaigns, was not using radio in the early months of 1949.

Current TV spot accounts include Baldwin Piano Co., sponsoring *Baldwin by Request* on WLWT (TV) Cincinnati; Slumber Products Corp. (Restonic Mattresses), *Restonic Time* on WMCT (TV) Memphis; and Eclipse Sleep Products Co., Morris Furniture Mfg. Co., Pequot Mills (sheets), Purified Down Products Corp. (pillows) Simmons Co. (mattresses), all using video announcements.

TV ADVERTISERS

Class 15. Home Furnishings

Month	Net	Spot	Local	Total
July	—	—	—	5
Aug.	—	1	7	8
Sept.	—	1	6	7
Oct.	—	5	8	13
Nov.	1	12	17	30
Dec.	1	9	20	30
Jan.	1	10	19	30
Feb.	1	4	36	41

Source: Rorabaugh Report on Television Advertising

Class 16: Industrial Materials

CLASS 16. INDUSTRIAL MATERIALS

NETWORK (Gross)	**1948**	**$1,747,826**	**SPOT 1948** (Net)
	1947	†	
	1938	**130,204**	

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
U. S. STEEL CORPORATION			$1,052,090	$1,067,725	....
"Theater Guild on the Air" BBDO	Institutional	ABC-257-1			
I. E. DU PONT de NEMOURS CO.			$695,736	$693,276	$250,455
"Cavalcade of America" BBDO	Institutional	NBC-152-½			

Source: Publishers Information Bureau

† See Class 6, Building Materials

DU PONT'S *Cavalcade of America* and US Steel's *Theatre Guild on the Air*, two of radio's outstanding institutional campaigns, make up almost the complete use of radio for industrial materials. Two local sponsors of network co-op programs and one local metal company which uses TV announcements were the only additional members of this class reported as using any form of broadcast advertising.

US Steel is increasing its radio budget for 1949 by remaining on the air through the summer. Following the wind-up of its current ABC Theater Guild series on June 5, the corporation will sponsor the NBC Symphony in a summer series of Sunday evening concerts, 8:30-9:30, and in the fall will move its hour-long dramatic programs to NBC at that time. The two-fold purpose of this series, according to a booklet recently issued by US Steel to explain the company's operations and policies, "is to create a better public understanding of the affairs and policies of United States Steel and the products made by it, and to provide, with an atmosphere of the theatre, the best in dramatic entertainment."

After a year of high production, sales and profits in 1948, the steel industry met with a slackening demand in February and March of this year and a number of plants were closed down for the first time since the war. On January 25 Irving S. Olds, chairman of the board of US Steel Corp., reported almost no let-up in the demand for steel, with stove manufacturers the only group to have canceled some orders for steel and those of relative unimportance.

Two months later, however, Ernest T. Weir, chairman of the board of National Steel Corp., said: "The year 1949 started off with a continuing strong demand, but there is evidence that we have gone over the top. We may have business requiring full operations over the first six months, but I could not make this prediction for the latter part of the year. I believe that by next January the industry will find itself in normal condition."

WBBW

1240 Kc 250 Watts

in

Youngstown, Ohio

SERVING OHIO'S THIRD MARKET

with the latest in News—
the most in Sports—
the best in Music—

The Only Full-Time Independent

Serving the more than 500,000
listeners in the metropolitan
Youngstown area

ON THE AIR — 5:30 A.M. TO 1:05 A.M.

WBBW

Represented Nationally by FORJOE & Company

CHICAGO AUDIENCE FACTS

Monday thru Friday
12 Noon to 5:00 PM
Network A 1st
Network B 2nd
WIND 3rd
Network C 4th
Network D 5th

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

6

CONLAN

RADIO SURVEY

EVERY SIXTY-SIX MINUTES (YEARLY AVERAGE) WE ISSUE A REPORT FOR A CITY, DISTRICT OR AREA IN ONE OF THE FORTY-EIGHT STATES.

EACH YEAR OVER FIVE HUNDRED COMPLETE GENERAL REPORTS ARE PUBLISHED FOR DISTRIBUTION AMONG OUR ADVERTISER AND AGENCY SUBSCRIBERS.

AND IN ADDITION, WE CONDUCT TWELVE HUNDRED OR MORE SPECIAL SURVEYS YEARLY FOR ADVERTISERS, AGENCIES, REGIONAL NETWORKS AND RADIO STATIONS.

ROBERT S. CONLAN AND ASSOCIATES
INCORPORATED
KANSAS CITY, MISSOURI

Class 17: . . . . . Insurance

CLASS 17. INSURANCE

NETWORK (Gross) 1948 $4,238,745 — **SPOT** (Net) 1948 $412,000*
1947 4,335,947
1938 †

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PRUDENTIAL INSURANCE CO.			$1,942,416	$1,964,463	....
"The Prudential Family Hour" Benton & Bowles	Insurance	CBS-151-½	568,990		
"Jack Berch Show" Benton & Bowles	"	NBC-136-1¼	1,373,426		
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.			$876,747	$761,601	....
"This Is Your FBI" Warwick & Legler	Insurance	ABC-257-½			
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA			$728,733	$706,535	....
"Gabriel Heatter" Ruthrauff & Ryan	Insurance	MBS-455-½			
METROPOLITAN LIFE INSURANCE CO.			$471,543	$523,744	....
"Eric Sevareid", "Dave Vaile" (West Coast) Young & Rubicam	Institutional	CBS-22-2½ CBS-22-1¼ (Jan.-March)			
JOHN HANCOCK MUTUAL LIFE INSURANCE CO.			$186,618	$229,464	....
"Point Sublime" McCann-Erickson	Insurance	ABC-87-½ (Jan.-May)			
CALIFORNIA MEDICAL ASSN.			$32,688	$13,728	....
"California Caravan" Lockwood-Shackleford	Hospitalization Insurance	ABC-12-½			

Source: Publishers Information Bureau * BROADCASTING estimate † "Financial & Insurance" totalled $385,770 in 1938.

MIRRORING THE SALES level of life insurance policies, which in 1948 was within 1% of the 1947 total, gross network advertising expenditures of insurance companies in 1948 were almost on a par with those of the preceding year. And in January 1949, when life insurance purchases were 2% below those of January 1948, gross network billings for this group also dipped slightly, totaling $341,859 this January against $344,977 the first month of last year, according to Publishers Information Bureau.

Mutual Benefit Health & Accident Assn. of Omaha in January replaced Gabriel Heatter's *Behind the Front Page* program on MBS with *Mayor of the Town*, weekly dramatic series, on the same network. Otherwise, the network lineup for this group entered 1949 as shown in the table.

Metropolitan Life augments its West Coast network program with five, ten and 15-minute programs and announcements aired three to six times a week on some 30 stations. Prudential, in addition to its *Family Hour* on CBS, sponsors a weekly quarter-hour on WNJR Newark. The volume of radio billings in this field at the local level is indicated by the fact that more than 30 insurance brokers are included among the sponsors of network co-op shows.

Only two insurance organizations were reported as using TV advertising in the Rorabaugh February compilation of video advertisers: Associated Hospital Service (hospitalization insurance), sponsoring two five-minute news programs a week on WGN-TV Chicago, and Federal Old Line Insurance Co. using announcements on KRSC-TV Seattle.

The outlook for the life insurance field in the months ahead is good, according to Holgar J. Johnson, president, Institute of Life Insurance, who told BROADCASTING:

"Life insurance in the U. S. reached a new peak of ownership in 1948, with an increase of three million in the number of people having policies. A total of 78 million Americans now own $201 billion of life insurance distributed by 584 competing companies. The year's purchases of new insurance were slightly less than in the previous year, but were only one-half of 1% under the record established in that year. It was the third successive pace-setting year of life insurance purchases; in these three years policies bought have nearly equalled those of the previous six years.

"In spite of this sharp rise in life insurance ownership since the end of the war, the coming year will undoubtedly see a very high level of buying sustained, with a new peak in total ownership achieved. This year this ownership of life insurance protection for American families went over the $200 billion mark for the first time.

"The American people have demonstrated their desire to save and to enhance their security through life insurance. While today's $6,000 average life insurance per insured family is well above past years, it is still far short of adequate for the kind of family security our people have established as their goal."

TV ADVERTISERS
Class 17. Insurance and Banks

Month	Net	Spot	Local	Total
July	—	1	1	2
Aug.	—	1	1	2
Sept.	—	—	2	2
Oct.	—	—	2	2
Nov.	—	—	—	—
Dec.	—	2	—	2
Jan.*	—	4	15	20
Feb.	—	5	23	28

* Includes banks and loan companies in Jan. & Feb.
Source: Rorabaugh Report on Television Advertising

TV ADVERTISERS
Class 18. Jewelry, Optical Goods & Cameras
(see story page 112)

Month	Net	Spot	Local	Total
July	—	—	—	7
Aug.	—	5	8	13
Sept.	—	5	9	14
Oct.	1	8	7	16
Nov.	—	6	13	19
Dec.	1	10	18	29
Jan.	—	7	14	21
Feb.	—	5	18	23

Source: Rorabaugh Report on Television Advertising

WAMS WILMINGTON, DELAWARE

1000 WATTS-1380 KC—DAY AND NIGHT

Delivering the "All-Year Round Audience"

Market Data

	POPULATION	RADIO HOMES
0.5 MV/M	1,214,048	301,162
2.0 MV/M	908,762	225,136
*4.75 MV/M	526,358	133,635

(*F.C.C. night-time protected interference free area)

WILMINGTON IS THE 35th LARGEST WHOLESALE MARKET IN THE U. S.
WILMINGTON RANKS 40th in U. S. cities in net effective buying income, per family.
WILMINGTON RANKS 72nd in U. S. cities in food store sales.
THE WILMINGTON METROPOLITAN AREA RANKS 4th in the U. S. in per capita income.
THE WILMINGTON METROPOLITAN AREA RANKS 53rd in retail market sales.
THE STATE OF DELAWARE RANKS 22nd ON THE LIST OF RETAIL SALES PER FAMILY, surpassing Pennsylvania, New York, Maryland and Massachusetts.
THE STATE OF DELAWARE RANKS 18th in net cash income per farm.
THE STATE OF DELAWARE RANKS 11th in density of population, showing the 4th greatest population gain on the Atlantic seaboard since the 1940 census.

MUTUAL FOR DELAWARE. WEED & CO. Nat. Reps.

BIG!

"Manufacturing" chicks is a BIG business in the BIG KFAB area. Millions of chicks are sold every year over the BIG station KFAB. Among the hatcheries who profit by KFAB's BIG coverage in the BIG Middlewest are Gage County Hatchery, Hill Hatchery, Lincoln Hatchery, and others.

50,000 WATTS

KFAB

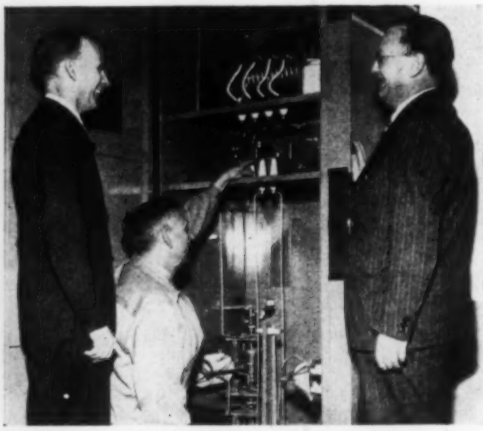
Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

KGW's magnificent new studio facilities now matched by all new transmitter equipment

LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest

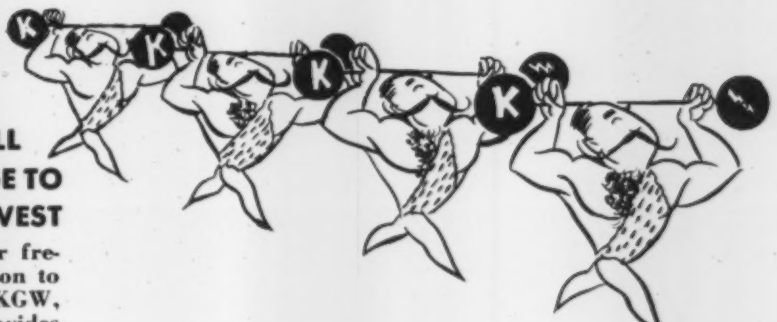


THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years Arthur H Bean, left, came with the station August 1, 1931; Clyde Bruyn, September 3 1933; and Clarence M Carlquist December 26 1925

EASY DOES IT! This shot shows one the units of the new KGW transmitter bein derricked through a second story window of th transmitter house. The new installation will gi KGW the most efficient transmitting equipmen yet developed by the radio industry.

another s

OREGON'S GOVERNOR DOUGLAS McKAY (at right) receives final instructions from KGW Manager H Q. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a $1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.



THESE "*Healthy*" *Kilowatts* WILL CARRY YOUR ADVERTISING MESSAGE TO HOMES THROUGHOUT THE NORTHWEST

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

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KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

r step ahead for

Class 18: . . . . . *Jewelry*

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

NETWORK (Gross) 1948 $1,201,942 SPOT (Net) 1948 $2,530,000**
1947 1,247,061
1938 85,095

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
HELBROS WATCH CO.			$478,002	$457,827	....
"Quick As a Flash"; "What Makes You Tick" (eff. June 6 to Sept. 5) William H. Weintraub	Watches	MBS-420-½			
SPEIDEL CO.			$262,269	....	....
"Stop the Music" Cecil & Presby	Watch Bands	ABC-176-¼ (May-June; Sept.-Dec.)			
REVERE CAMERA CO.			$242,651	$83,910	....
"Jan August," 'Revere All Star Review" (eff. Mar. 11) Roche Williams & Cleary	Cameras & Projectors	MBS-52-25 min. (Jan.-Nov.)	188,144		
"The Jo Stafford Show" Roche Williams & Cleary	"	ABC-45-25 min. (Nov.-Dec.)	54,507		
LONGINES-WITTNAUER WATCH CO.					
"Festival of Song"—"Festival of Music" Victor A. Bennett Co. (eff. Dec. 26)	Longines Watches	CBS-165½ (Sept.-Dec.)	152,218		
"Festival of Music" (eff. Dec. 26)	Wittnauer Watches	CBS-167-½ (started Dec. 26)	11,452		
ELGIN NATIONAL WATCH CO.			$55,350	$55,892	....
"Two Hours of Stars" J. Walter Thompson Co.	Watches	NBC-164-(Thanksgiving & Christmas)			

Source: Publishers Information Bureau

** BROADCASTING estimate

BULOVA WATCH Co., pioneer sponsor of time signals, has not only stepped up its sound broadcasting budget to a new high of approximately $3 million for 1949, but has appropriated a total of $500,000 for visual time broadcasts by television. Some 250 radio stations are now giving the correct Bulova time 365 days a year. In February, 39 TV stations in 24 markets were showing the time and the Bulova name to their viewing audiences, with more to be added as more TV stations go on the air.

Benrus Watch Co. has also increased its radio and television schedule, adding $500,000 to bring this year's budget for aural and visual broadcasting to a $1,600,000 total. Early this year, Benrus was sponsoring time signals on 103 radio and 39 video stations, with expansion planned. Elgin National Watch Co., General Time Instrument Corp. (Westclox Watches) and Gruen Watch Co. were also experimenting with TV spots on a limited scale.

Longines-Wittnauer Watch Co. whose half-hour musical *Symphonette* transcriptions have been broadcast one or more times a week on more than 100 stations, started a CBS series, *Festival of Song*, for Longines Watches in September and added a second program on the same network for Wittnauer Watches at the end of the year.

Revere Camera Co., which last summer expanded its network time with *Revere All Star Review* from 15 to 25 minutes weekly, experimented with television last December by sponsoring a quarter-hour program on WBKB Chicago and is planning regular use of this medium on an expanding scale during 1949. Bell & Howell (Filmo home movie equipment) in March started a spot campaign in major markets. New Haven Clock & Watch Co. last fall began *Memo for Tomorrow*, three-a-week news commentary, on Rural Radio Network, New York State FM group.

Abelson's, jewelry chain in New York and New Jersey, has been sponsoring 24 programs and more than 100 announcements a week on five stations in the group's market area. Kay Jewelry Co., West Coast organization, uses a daily hour on KNBC San Francisco and two spots a day on KFSD San Diego. Binyon Optical Co. sponsors *Favorite Story* on KIRO Seattle. About 50 local jewelers sponsor network co-op programs.

Croton Watch Co. in March began co-sponsoring (with Odell Co.) WABD (TV) New York's weekly fight telecasts from Westchester County Center. Ross Jewelry Co. sponsors wrestling telecasts on WTTG (TV) Washington. During December, Swank Inc., promoted the pre-Christmas sale of its cuff links and other men's jewelry with one-minute films on nine TV stations in the East.

Retail jewelry sales mounted from $360 million in 1939 to $1,275 million in 1945 and $1,540 million in 1946, years when many other industries were not competing for consumer dollars; dropped to $1,447 million with returned competition in 1947 and to an estimated $1,379 million in 1948, according to A. E. Haase, executive director, Jewelry Industry Council.

In the peak war years, industry leaders "began to study ways and means of making the entire industry more promotion minded than it had been in time past, as insurance against rapid sales declines in postwar years," Mr. Haase reports. They realized that following the traditional jewelry method of determining advertising expenditures on a fixed percentage of sales, meant a shrinking amount of promotion in times of sales recession and that this would automatically occur unless "some organization became the evangelist of promotion—by work as well as words—for the entire industry. This planning and thinking resulted late in 1946 in the creation of the Jewelry Industry Council."

Mr. Haase notes that advertising of watches, silverware and diamonds alone in 1948 amounted to $18.2 million, compared with expenditures of $2,291,282 in newspapers, magazines and network radio in 1939. Because of this increased promotion and because most jewelry items today compare favorably with the price of similar products in 1939, the jewelry industry thus far has done an excellent "hold-the-line" job and has not slipped rapidly back toward its pre-war sales volume, Mr. Haase states.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN

Whenever you think of
SYRACUSE
as a market—
(and the Market Figures make you think)

it's equally profitable to think of
WSYR as the media that
blankets the Syracuse trading area

WSYRACUSE *570 kc—5000 watts*
NBC Affiliate in Central New York

Headley-Reed, National Representatives

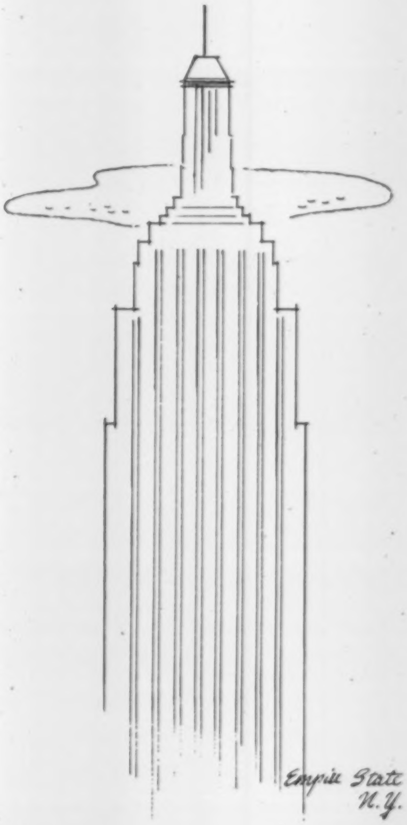
ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

WBMS

salutes

WQXR

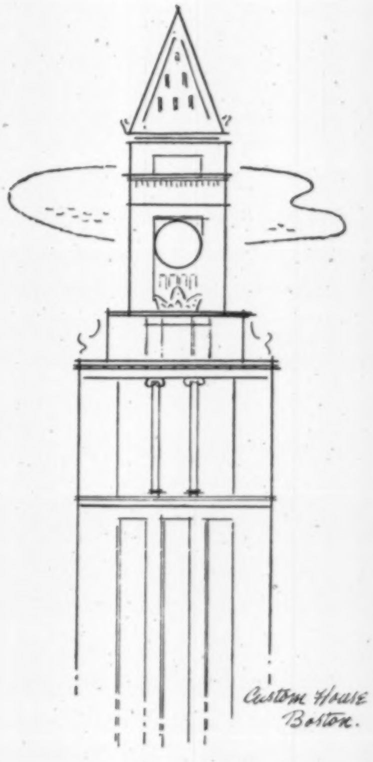
*a **great** station*



for pioneering with complete devotion to the best in music . . .

for building an audience of over ½ million New York families . . .

for setting the pattern that now succeeds so notably in Boston . . . Bravo, and Encore!



nothing succeeds in building audience-loyalty like music at its best!

We followed the WQXR pattern from the start.

And now — thanks to a consistent policy of good music — WBMS proudly controls *the most loyal listening audience in Boston!*

WBMS

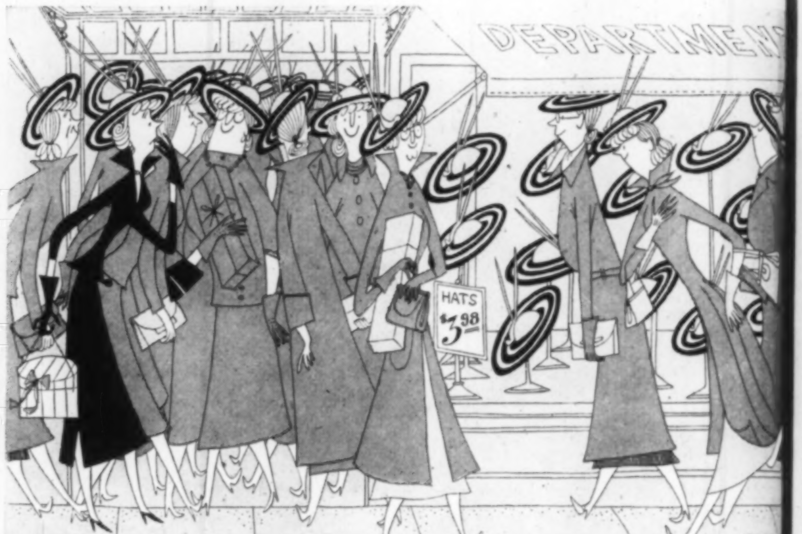
1000 WATTS — 1090 ON YOUR DIAL
BOSTON, MASS.

Owned and operated by the FRIENDLY GROUP

WBMS		**WPIT**		**WSTV**		**WFPG**		**WKNY**
BOSTON MASS.	•	**PITTSBURG PA.**	•	**STEUBENVILLE OHIO**	•	**ATLANTIC CITY N. J.**	•	**KINGSTON N. Y.**

It takes a lot to cost so little!

Shoppe
Shoppe
MILLINERY
$130.00



A spot announcement on 50,000-watt WBBM delivers many more listeners than an announcement on any other major station in Chicago. And at far less cost!

A LOT: WBBM commands an average daytime Pulse rating of 6.7 . . . a 52% *higher* average rating than any competitor.*

FOR LESS: Because it reaches so many more of your customers, *the average WBBM daytime announcement delivers a bigger share of Chicago's radio homes at 37% less cost per thousand than such a spot on any other major Chicago station.*

If you're looking for a much better Chicago buy, use WBBM—Chicago's *most sponsored* station for 23 consecutive years.

---

*Pulse of Chicago, Jan.-Feb. 1949, 6:00 a.m.-6:00 p.m., Monday thru Friday.

WBBM ***Columbia Owned—50,000 watts***
Chicago's Showmanship Station

Class 19: . . . . Office Equipment

ADVERTISING of office equipment, stationery and writing supplies on the nationwide networks shrank from $4,230,989 in 1947 to $2,317,172 in 1948 and continued downward in January of this year, when the network gross time sales in this class amounted to only $148,973 in contrast to the gross of $273,838 for the same month a year ago, according to PIB records.

Spot billings for this type of product are estimated at less than $1 million. These may pick up this year, with Jos. Dixon Crucible Co. using 15 stations for Ticonderoga Pencil spots this year as against only eight stations a year ago, and with Parker Pen Co. and Ritepoint Co. planning spot campaigns this spring.

Locally there seems to be little advertising for stationery, office supplies, greeting cards and the like, with only three stationers or office supply firms included in the more than 1500 local sponsors of network co-op shows. The television picture is no better, three companies using local TV announcements, according to the latest list.

Speaking at the winter convention of the Wholesale Stationers' Assn., Henry E. Abt, president, Brand Names Foundation, urged this group to increase its advertising and pointed out that almost no attempt had been made to develop the potentially vast home market.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

**

NETWORK (Gross) 1948 $2,317,072 SPOT 1948 $992,000 (Net)
1947 4,230,989
1938 †

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
EVERSHARP INC.*			$849,424	$1,194,729	....
"Take It or Leave It" Biow Co.	Pens & Pencils	NBC-164-½			
HALL BROS.			$843,801	$832,215	....
"Readers Digest—Radio Edition" (Jan.-May); "Hallmark Playhouse" (June-Dec.) Foote, Cone & Belding	Greeting Cards	CBS-157-½			
SHAEFFER PEN CO.			$456,606	$989,369	$2,835
"The Shaeffer Parade" Russell M. Seeds Co.	Pens, Pencils, Ink	NBC-165-½ (Jan.-Sept.)	448,477		
"Adventurers Club" Russell M. Seeds Co.	"	CBS-156-½ (Jan.)	8,129		
WATERMAN, L. E. CO.			$146,656	$586,713	....
"Gangbusters" Charles Dallas Reach Co.	Pens, Pencils, Ink	ABC-202-½ (Jan.-March)			
CLARY MULTIPLIER CORP.			$11,596	....	....
"Newsweek Looks Ahead" Brisacher, Van Norden & Staff	Business Machines Pens	ABC-14-¼ (May-Aug.)			
EVANS PEN CORP.			$8,989	....	....
"Meet the Missus" Capka & Kennedy	Pens	CBS-27-¼ (Mar.-July)			

Source: Publishers Information Bureau

*Additional expenditures in other product groups
† "Stationery & Publishers" in 1938 totaled $470,671

** BROADCASTING estimate

Class 20: . Publishing & Media

NEVER one of radio's major sources of revenue, the publishing business showed few signs of becoming one this year. Network billings for this group in January grossed only $73,790, compared with $193,653 for January 1948, according to Publishers Information Bureau, which also recorded a 30% drop in publishers' use of network time for the year 1948 as compared with 1947.

In the book publishing field, William H. Wise & Co. started *Get More Out of Life* as three quarter-hours a week on ABC in January, its CBS program having ended in December. Doubleday & Co. began the year as the most active book publisher in spot radio, using programs of five to 15 minutes on 81 stations for "High School Self Taught," programs on 15 stations for "Business Encyclopedia," programs and spots on 17 stations for "Modern Home Medical Advisor," programs on six stations for "Opera Book," programs also on six stations for "Family Reading Club" and programs on two stations each for "Book League of America," "Etiquette Book" and "Live a New Life."

Among magazine spot users,

(Continued on page 116)

CLASS 20. PUBLISHING & MEDIA

**

NETWORK (Gross) 1948 $1,450,097 SPOT 1948 $595,000 (Net)
1947 2,161,313
1938 †

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
CURTIS PUBLISHING CO. & CURTIS CIRCULATION CO.		-	$718,374	$922,706	....
"The Listening Post" BBDO	Magazines	ABC-170-2¼ (Jan.-Oct.)	666,657		
"Election Returns" BBDO	"	MBS-460-to conclusion (one time)	51,717		
CHRISTIAN SCIENCE PUBLISHING CO.			$309,938	$315,874	....
"The Christian Science Monitor" H. B. Humphrey Co.	Newspaper	ABC-73-¾			
AMERICA'S FUTURE INC.			$294,913	....	....
"Sam Pettingill" Andrew Gahagan Co.	Book	ABC-250-¼ (Jan.-Oct.)			
REICHOLD CHEMICALS INC.			$73,050	....	....
"Sunday Evening Hour" Kenyon & Eckhardt	Musical Digest Magazine, Vox or Recrds	ABC-116-1 (Jan.)			
DOUBLEDAY & CO.			$36,022	....	....
"John B. Kennedy-News" Huber Hoge & Sons	Books	MBS-60-¼ (Sept.-Dec.)			
WILLIAM H. WISE CO.			$17,800	....	....
"Sydney Walton"	Books	ABC-37-¼ (Jan.)	7,804		
"How to Get More Out of Life" Huber Hoge & Sons		ABC-88-¼ (Nov.) CBS-58-¼ (Nev.-Dec.)	10,716		

Source: Publishers Information Bureau ** BROADCASTING estimate † "Stationery & Publishers" totalled $470,671 in 1938.

WFBL

SYRACUSE, N. Y.

SELLS for YOU ...with Music!

WFBL's MUSICAL CLOCK

MON. thru SAT.
7:30 to
9:30 a. m.

Featuring eleven professional radio artists, The Clock includes eight musicians, two vocalists, and is led by the most popular Master of Ceremonies in Syracuse, Jim DeLine.

The Musical Clock this month celebrates its 10th anniversary on the air. 3120 consecutive broadcasts prove that the Musical Clock is doing a sound selling job for participating sponsors.

One sponsor has been selling with The Clock for over seven years. Another sponsor has used over 2200 consecutive broadcasts to sell his merchandise.

The Musical Clock Can Sell for You!

From hams to greeting cards to house-trailers, the Musical Clock has shown outstanding sales results for every kind of merchandise.

MUSICAL CLOCK
WFBL
SYRACUSE, N.Y.

Ask FREE & PETERS for the WFBL Musical Clock Booklet and Availabilities

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

Class 20

(*Continued on page 115*)

Crowell-Collier Publishing Co. last fall began an announcement campaign for *Collier's* on some 140 stations, to which have been added two 15-minute weekly programs on the Don Lee Network, *Mutual Newsreel* and *Rise and Shine*. Esquire Inc. (*Coronet*) is using Transit Radio announcements on WCTS (FM) Cincinnati and KPRC-FM Houston. Schwimmer & Scott, Chicago, has been appointed radio agency for *Coronet* effective with the May issue, indicating that greater use of radio is planned.

Newspapers' use of radio is chiefly at the local level, with 45 papers using network co-op programs, including 21 who sponsor local broadcasts of Mutual's *Meet the Press* series. Ten newspapers are using video announcements and programs in their communities, as are four video fan magazines: *Television Forecast*, *Television Guide*, *Tele-Views* and *Tele-Week*. Curtis Publishing Co. last June used an intensive two-day TV spot campaign in 10 cities to advertise an article on the then pending Louis-Walcott championship fight in that week's *Saturday Evening Post*.

TV ADVERTISERS

Class 20. Publishing and Media

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	2	3	2	7
Sept.	—	3	4	7
Oct.	—	4	6	10
Nov.	—	5	5	10
Dec.	—	3	4	7
Jan.	—	5	6	11
Feb.	—	2	15	17

Source: Rorabaugh Report on Television Advertising

P. J. Kennedy & Sons, Catholic book publisher, used TV spots on WFIL-TV Philadelphia in a three-week campaign for *The Crusade of Fatima* last December. Few other book publishers have tried this new medium, despite the urging of J. Raymond Tiffany, general manager, Book Mfrs. Institute. Noting that television families read less after the set is installed, Mr. Tiffany proposed that publishers use television to sell their books, rather than let it become a "devastating competitor."

Chief worry of magazine publishers at the moment is the possibility that Congress may increase second class postal rates as a means of balancing the Post Office budget, a move that would increase mailing costs of the *Saturday Evening Post*, for example, about $4 a year per subscriber, under the terms of the proposed change. Opponents of the move have pointed out the difficulty of passing along such an increase to subscribers. Until this question is settled it seems likely that any use of radio by magazines will be to promote news stand sales, not subscriptions.

Radio stations rarely advertise by radio, except through promotion of their own programs on their own stations. The exception that proves the rule is WIRL Peoria, Ill., which has bought the sign-off spot on WSIV Pekin, Ill., daytime station, to advertise WIRL's evening program schedule.

Class 21: Radios & Instruments

"USE TELEVISION to Sell Television" is obviously the working slogan of video set manufacturers and retailers. This group, at both the national and the local level, makes the most extensive use of TV advertising of all types of advertisers, with seven TV network programs plus dozens of spot and local campaigns currently on the air.

Admiral Corp., now sponsoring the *Broadway Revue* for a full hour each Friday evening on the combined NBC and DuMont television networks, has allocated to television $750,000 of its $8 million 1949 advertising budget. Crosley Division of Avco sponsors *Who Said That?*, 30-minute Saturday night show on NBC-TV, and *Roll Call of Sports*, 10-minute series, on WDSU-TV New Orleans.

Allen B. DuMont Labs. promotes the sale of its TV receiver line with two half-hour programs on the DuMont Network: *School House* on Tuesday and *Window on the World* on Thursday. DuMont also sponsors *Window on the World* on KPIX (TV) San Francisco and four hours of news a week on WFIL-TV Philadelphia, plus announcements in seven markets.

Emerson Radio & Phonograph Co. relinquished its sponsorship of *Toast of the Town*, Sunday evening hour on CBS-TV, in March, but plans to resume video advertising soon. Motorola Inc. last month stepped up its time on NBC-TV from 15 to 30 minutes a week, replacing *The Nature of Things* with *Ripley's Believe It or Not* each Thursday. Motorola in February sponsored horse race telecasts on WDSU-TV New Orleans and will continue to telecast special events in addition to its TV network activities.

Philco Corp. backs up its NBC-TV series, *Television Playhouse*, 60 minutes each Sunday, with two AM network programs—Burl Ives on MBS and Bing Crosby on ABC—that also advertise Philco's TV and sound broadcast receivers and phonographs. RCA sponsors the five-a-week half-hour *Kukla, Fran & Ollie* early evening program on the NBC-TV network with stations not yet connected by cable or relay getting kinescopic record-

(*Continued on page 118*)

Now Building . . .

BIGGER 10,000 Watts, ample power to reach and sell one of the nation's richest and best marketing areas.

BETTER 680 Kilocycles, a "preferred address" on the radio dial.

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President and Commercial Manager

George H. Roeder
General Manager

Baltimore 13, Md.

WEED & COMPANY
Exclusive National Representatives

New York • Chicago • Boston • Detroit • Atlanta • Hollywood • San Francisco

Class 21

(Continued from page 116)

CLASS 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

NETWORK (Gross) 1948 $1,560,098 — 1947 1,646,353 — 1938 1,193,580

SPOT (Net) 1948 $1,421,000**

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PHILCO CORP.*			$2,234,816	$1,013,085	....
"Burl Ives" Hutchins Adv.	Philco Radios	MBS-200-¼	106,747		
"Bing Crosby" Hutchins Adv.	Radios & Refrigerators	ABC-241-½ (10 mos.)	601,866		
RADIO CORPORATION OF AMERICA			$628,832	$602,300	$129,360
"The RCA-Victor Show" J. Walter Thompson	Institutional	NBC-162-½			
FARNSWORTH RADIO & TELEVISION CORP.			$213,362	....	....
"Metropolitan Opera Auditions of the Air" Warwick & Legler	Capehart Radios & Phonos	ABC-140-½ (Jan.-May)	179,570		
	Farnsworth Radios, Phonographs, TV Receivers, Railway Communications Equipment	ABC-69-½ (Nov.-Dec.)	33,792		
PILOT RADIO CORP.			$9,291	....	....
"American Forum of the Air"	FM Speaker Device	MBS-22-½ (Jan.)			

Source: Publishers Information Bureau

*Additional expenditures in other product groups

** BROADCASTING estimate

ings, as well as on WBKB Chicago, where the series originates. RCA also uses TV announcements in several cities and promotes its video and sound broadcast sets on the Sunday afternoon *RCA-Victor Show* on NBC.

Pioneer Scientific Corp. (Polaroid TV Lens) sponsors *Masters of Magic* on CBS-TV for a quarter-hour each Wednesday, uses TV announcements on 25 stations and a five-minute sports film on KTLA Los Angeles. Celomat Corp. (Vue Scope TV enlarging lens and Teleroto turntables) uses TV spots in eastern markets. E. L. Cournand Co. (Walco Tele-Vue Lens) formerly sponsored five-minute fight films on TV networks, now uses video announcements.

Dealers and distributors, individually, in groups and in cooperation with the manufacturing companies of radio and video sets, make much use of video advertising in their territories. During the first week of February, according to the Rorabaugh tabulation of TV advertising, 10 Admiral dealers in eight cities sponsored 5½ hours of programs and 18 announcements for this line; GE sets were promoted by 22 dealers in 13 cities with six hours of programs and 21 spots; Motorola had 11 dealers in 10 cities using seven hours of programs and 11 spots on its behalf; 17 Philco dealers in 13 cities used four hours, 40 minutes of program time and 38 spots; 12 RCA dealers in as many cities used four hours of programs and 32 spots; three DuMont dealers in three cities sponsored two hours, 30 minutes of program time and three spots; two Emerson dealers in two cities used a quarter-hour program and one announcement; two Crosley dealers in two cities used 10 minutes and six announcements; two Packard Bell dealers used an hour of program time and three spots; 29 radio and TV dealers not identified by brands used 50 minutes of programs and 100 announcements.

The Philco Distributor in Chicago sponsors 21 hours a week of Multiscope time on WBKB in that city. This device enlivens the station's test pattern during non-program hours with time, temperature and weather forecasts and UP news on ticker tape. Magnavox Co. uses five hours weekly of test pattern time on KSD-TV St. Louis for its radio sets. A Baltimore record shop and a New Orleans music store also use TV promotion in their localities.

An unusual TV promotion idea is the *Television Matinee* program on WGN-TV Chicago, broadcast six days a week and advertising only video sets. Participating sponsors include Admiral, Crosley, DuMont, GE, Hallicrafter, Motorola, Philco, RCA and Zenith.

Packard Bell Co. joined the list of AM network sponsors in January when it started Chet Huntley on 17 western CBS stations for a weekly quarter-hour. Farnsworth Television & Radio Corp.'s *Metropolitan Auditions of the Air* ended its 1948-1949 series on ABC March 13 with the completion of its annual competition. Its future advertising plans are uncertain, pending stockholder approval of the sale of the company to International Telephone & Telegraph Corp.

Zenith Radio Corp. last November began a half-hour weekly broadcast of *Columbia Masterworks* on Rural Radio Network, New York State FM hookup, in a cooperative deal with the company's distributors in that State. Hart-Greer Inc., Zenith's Birmingham distributor, will sponsor the games of the Birmingham Barons, local baseball club, this season on WAFM (FM) in that city.

The outlook is good, both for increased production of radio and video sets this year and for increased advertising as competition grows keener in the presence of a buyers' market that has already brought

(Continued on page 120)

Radio Representatives, inc.

R
R

NEW YORK .... Peggy Stone
480 Lexington Ave.

CHICAGO .... John North
737 N. Michigan Ave.

LOS ANGELES .... Harlow Oakes
672 S. Lafayette Park Place

SAN FRANCISCO .... Lowell Oakes
1085 Monadnock Building

In Attendance at NAB Convention
Peggy Stone
John North

STEVENS HOTEL — CHICAGO

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST-THREE MARKETS

ATLANTA
MACON
SAVANNAH

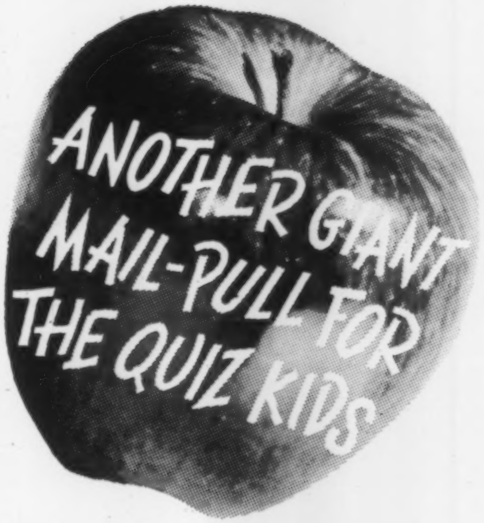
The Georgia Trio

WAGA ATLANTA 5000W · 590Kc
WMAZ MACON 10,000W · 940Kc
WTOC SAVANNAH 5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.

AN APPLE
FOR THE
TEACHER


ANOTHER GIANT
MAIL-PULL FOR
THE QUIZ KIDS

4 P.M. E.S.T. NBC

Quiz Kids

IN THE fourth annual "Best Teachers Contest," Quiz Kids piled up another mountain of mail. Our thanks to the N.B.C. affiliates for helping make this another great Quiz Kids' milestone in their nine-year record for the Miles Laboratories through Wade Advertising Agency.

LOUIS G. COWAN, INC.

NEW YORK
CHICAGO
HOLLYWOOD

HERB SHRINER TIME (CBS) • ELMO ROPER (CBS) • STOP THE MUSIC (ABC) • R. F. D. AMERICA (NBC) and a distinguished list of transcribed hits

Class 21

(*Continued from page 118*)

about price reductions for a number of receivers of all types. Corning Glass Co. has announced complete mechanization of the manufacturing process for viewing tubes, which has put the company "in a position to meet all potential requirements" and has also enabled it to cut tube prices. Despite a tube shortage at the beginning of the year which held back TV set production, RMA reported that 240,176 TV sets were produced in January and February, a good start toward the estimated total of 2¼ million video receivers this year.

Bond Geddes, RMA executive vice president, sums up the overall receiver situation for **BROADCASTING** in the following exclusive statement:

"Radio and television set sales in 1948 reached a new high of $750 million at the manufacturers' level and seem likely to surpass that figure in 1949. With the return of the keen competition for which the industry is famous, advertising expenditures of manufacturers, distributors, and dealers have risen sharply.

"Despite an overall drop of 20 percent in radio set production and the rapid rise in TV receiver manufacturing in 1948, heavy sales in two types of radios—the auto and the portable—continued to expand the radio audience.

"Approximately 3,400,000 auto radios and 2,600,000 portables were produced last year. Since the war 7,750,000 auto sets and 6,000,000 portables have added to the listening hours of 13,750,000 families.

"FM-AM and FM radio sets also are on the increase. Last year's output of 1,590,000 such receivers represented an increase of 35% over production in 1947, the all-time peak year in radio set manufacturing.

"While television will attract a greater share of manufacturing facilities this year than in 1948 and probably will account for more than half of the industry's income, radio will maintain its dominance in unit production. Even with a return to a prewar level of between 10 and 12 million sets, radio production in units will be about four times that of television."

The battle over the proper standards for phonograph records between Columbia Recording Corp., which last year introduced its long playing records, operating at 33⅓ rpm in place of the conventional 78 rpm, and RCA, which is just putting its new 45 rpm records on the market, will be accompanied by heavy advertising on both sides. Extensive use of radio is contemplated.

TV ADVERTISERS
Class 21. Radios, Phonographs, Musical Instruments & Accessories

Month	Net	Spot	Local	Total
July	—	—	—	32
Aug.	3	9	42	54
Sept.	3	6	51	60
Oct.	5	12	65	82
Nov.	6	13	60	79
Dec.	5	20	101	126
Jan.	6	14	106	126

Source: Rorabaugh Report on Televisio Advertising

Class 22: Retail Stores

"WHEN WE TALK to retailers today, we're talking to radio's best customers because the $156,646,000 local retail gross revenue estimate for 1948 is higher than that for national network or national spot business," according to Miss Lee Hart, NAB retail coordinator.

"Retailers became our best customers in 1947 when they bought 27% more radio advertising than they did in 1946," Miss Hart continues in her exclusive statement to **BROADCASTING**. "In 1948, retailers bought 34.6% more radio advertising than they did in 1946. We have already seen evidence that this trend will continue in 1949."

Echoing Miss Hart's prediction of more retail radio advertising in the year ahead, Howard P. Abrahams, manager of the sales promotion division of National Retail Dry Goods Assn., states that on the average American retailers will spend about 5% more for radio advertising this year than last. In his statement for this issue, Mr. Abrahams notes that retail sales and promotion have both "boiled" in recent years but that sales "are now simmering" whereas promotion "will continue to boil in 1949," with promotion men expecting to spend 5% more than they did in 1948 to keep sales at the 1948 level.

"These increases will be distributed down the line," he states. "Stores are pretty much in agreement when they say they will up newspaper dollars by 5%. In radio we see a great variation in thinking from the rapid boil stage down to the deep freeze. However, the final figure shows a 1949 increase of 5% over last year.

"Definite programming to sell items instead of institutional messages is on the increase. This is sound. It is about time that retailers merchandised radio in the way they merchandise their printers advertising.

"If radio is ever to have a substantial part in the retailers' promotion program, retailers must know more about how to use this medium. I think that a retail educational program by the broadcasters is the most important contribution they could make in 1949 for both the retailer and the broadcaster."

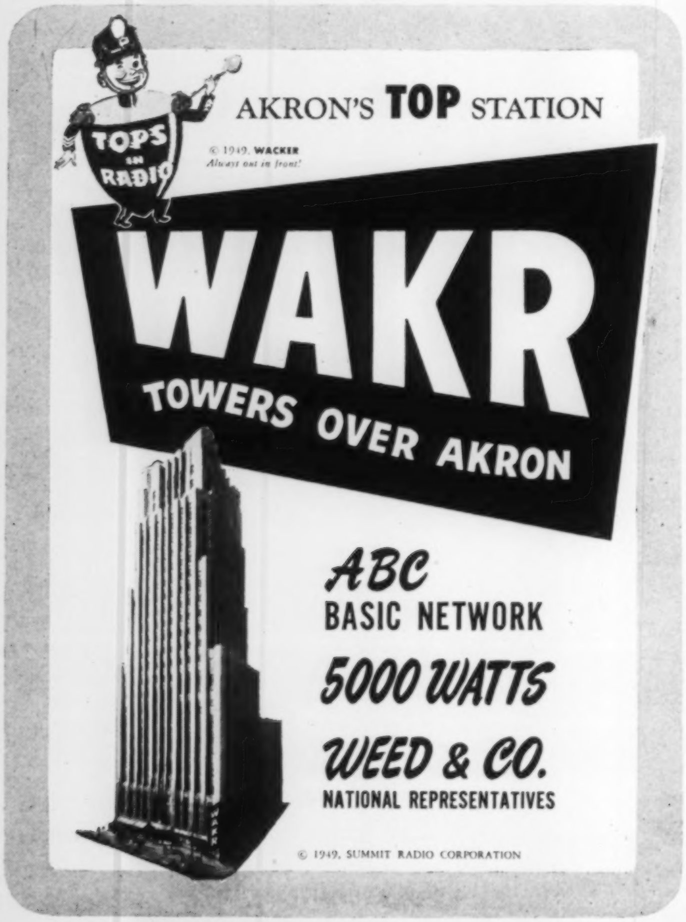
What radio is doing to educate the retailer for the better use of this medium and in so doing to help the broadcasters sell more time to retail advertisers is described in the conclusion of Miss Hart's statement, which reads:

"Broadcasters who will benefit most from a higher retail revenue in 1949 will be those who can show retail clients the advantages of using radio, and those who offer clients a definite plan for getting the most results from radio advertising. NAB's Broadcast Advertising Department has compiled some of the most pertinent advantages of radio advertising into a twelve-point sales promotion plan and has outlined a five-point plan for helping retailers get results from radio advertising. A stepped-up concentration for retail business built around these two plans can help any broadcaster get more retail business for himself and contribute more to the upward trend of our 'best customer' business."

For this series, retail advertising on the air has been divided among the various product classes: Clothing and shoe stores in the apparel group, auto dealers in the automotive class, furniture stores under the household furnishings heading as more appropriate than an attempt to lump all retailers together regardless of the type of merchandise they handle. There is no network table because there was no use of networks by retailers during 1948.

Television has been a popular medium with retailers from the start. In February, 609 local advertisers were using video time: 106 retailers of radio and video sets, 89 auto and auto accessory

(*Continued on page 122*)



AKRON'S **TOP** STATION
© 1949, WACKER
Always out in front!
WAKR
TOWERS OVER AKRON
ABC
BASIC NETWORK
5000 WATTS
WEED & CO.
NATIONAL REPRESENTATIVES
© 1949, SUMMIT RADIO CORPORATION

"...our sales department is drooling at the prospect of getting its collective hands on the 'Pat O'Brien' series."
CJGX
Yorkton, Saskatchewan
FOR DETAILS SEE PAGE 31

"The Long Island Story"

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

	8:00 to 10:00 AM	10:00 to 12 Noon	12:00 to 2:00 PM	2:00 to 4:00 PM	4:00 to 4:30 PM
WHLI	**25.4**	**22.9**	**23.2**	**24.8**	**30.0**
NETWORK A	23.7	28.9	29.5	22.0	21.7
NETWORK B	16.2	18.1	18.5	21.0	18.3
NETWORK C	12.3	10.4	7.5	9.3	8.3
NETWORK D	9.7	9.6	9.9	12.6	16.7
ALL OTHERS	12.7	10.1	11.4	10.3	5.0

Source: Conlan Survey Periods: Sunday through Saturday—January 23-29, 1949
8:00 AM to 4:30 PM—Hempstead, New York

"THE VOICE OF LONG ISLAND"

FM
98.3 MC

WHLI

AM
1100 kc.

HEMPSTEAD, LONG ISLAND, NEW YORK

Joseph A. Lenn
Vice-President, Sales

Elias I. Godofsky
President

Paul Godofsky
Executive Vice President

CLASS 22. RETAIL STORES & SHOPS

NETWORK 1948............

SPOT 1948............$4,498,000*

*BROADCASTING estimate

Class 22

(Continued from page 120)

dealers, 55 food stores, 54 clothing stores, 45 department stores, 42 dealers in household appliances, 41 public service companies and other "consumer service" organizations, 36 furniture stores, 23 insurance companies and banks, 18 jewelry and optical goods stores, 15 newspapers and magazines, a dozen local soft drink and candy companies, with no other class including 10 local TV advertisers.

Storecasting, using radio to reach shoppers in stores and to influence their purchases at the point of sale, has been installed in several grocery chains and is expected to develop further this year. A television adaptation of storecasting is just getting under way in New York, following a successful test last winter.

TV ADVERTISERS
Class 22. Retail Stores & Shops

Month	Net	Spot	Local	Total
July	—	—	—	—
Aug.	—	—	14	14
Sept.	—	—	14	14
Oct.	—	—	28	28
Nov.	—	6	32	38
Dec.	—	—	45	45
Jan.	—	—	42	42
Feb.	—	—	45	45

Source: Rorabaugh Report on Television Advertising

Class 23: Smoking Materials

CIGARETTE SALES hit an all-time high last year and promise to do even better in 1949. Cigar sales are also up over recent years, although far from their all-time record set in 1909. That's good news for broadcasters because the tobacco companies are among their best customers for radio time.

Last year gross network time charges for tobacco and allied products exceeded $20 million, a 12½% gain over 1947. In January of this year the network gross of this group was $2,085,661 up 15.9% from the gross of $1,798,380 for the same month the year before. Spot radio time purchases for smokers' supplies are estimated at $3,392,000 during 1948, about one-sixth of the network volume.

This spot-to-network ratio may improve this year. American Cigarette & Cigar Co. is spending about $250,000 this spring for its first spot campaign in eight years for Pall Malls. Brown & Williamson Tobacco Co. (Raleigh, Kool, Life) has announced a 20% increase in its spot budget for 1949. R. J. Reynolds Tobacco Co. will use spot radio to introduce its new king-size cigarette, Cavalier, as Liggett & Myers Tobacco Co. has done to re-introduce its old-time favorite brand, Fatima.

P. Lorillard Co. maintains a year-round campaign for Old Golds on the Yankee and Don Lee regional networks plus individual stations. Benson & Hedges consistently uses a weekly half-hour on WNBC New York for Parliament cigarettes and Consolidated Cigar Corp. regularly advertises Dutch Master cigars on three 15-minute programs a week on WOR New York.

The Cigar Institute of America has prepared a comprehensive campaign of advertising and promotion calling for use of radio and other media to remove cigars from their "poor relation" position in the tobacco family, Howard S. Cullman, CIA president, announced last month. He accused the cigar makers of sleeping while the haberdashers cashed in on Father's Day and pointed out that proper promotion of this event might add an extra 5% to the year's cigar sales.

Liggett & Myers is again using baseball broadcasts, both aural and visual, to promote Chesterfields, with sponsorship of the Washington Senators on WWDC Washington, WPIK Alexandria, Va., and WTTG (TV) Washington, and of the New York Giants on WMCA New York and WPIX (TV) New York. P. Lorillard for Old Golds has signed up video coverage of the Chicago Cubs and White Sox on WGN-TV Chicago. R. J. Reynolds has added weekly boxing bouts on the DuMont TV Network to its *Camel Sports Caravan* of sports telecasts which has included basketball, track and boxing on CBS-TV. American Tobacco Co. last season spent between $350,000 and $400,000 for telecasts of eastern and midwestern college football games on regional TV networks for Lucky Strikes for the second consecutive year of a series which will probably be continued this fall. Brown & Williamson (Kools) sponsored basketball telecasts on WJZ-TV New York during the season just ended.

Luckies are also video-advertised on the Friday night half-hour *Your Show Time* dramas on NBC-TV. Larus & Brother Co. (Edgeworth Tobacco) sponsors the weekly five-minute *Sportsman's Quiz* on CBS-TV. *Godfrey and His Friends*, Wednesday evening hour on CBS-TV, and *Chesterfield Supper Club*, Friday quarter-hour on NBC-TV, plug Chesterfields. The *Original Amateur Hour* sells Old Golds for 60 minutes on DuMont's video network each Sunday. Phillip Morris & Co. in March started *Preview* as a Monday 30-minute series on CBS-TV for Phillip Morris cigarettes. Reynolds sponsors a Monday-Friday quarter-hour of video news, *Camel News Caravan*, on NBC-TV for Camel cigarettes.

Spot but not sports TV advertising for tobacco products includes: American Tobacco's Lucky Strike spots on 26 video stations. (The marching and dancing cigarette commercials for Luckies won the CCNY award for the best video spots of 1948.); Liggett & Myers, with Chesterfield announcements on 19 stations; Phillip Morris spots on 17; Lane Tobacco Co. (Lords cigarettes), Brown & Williamson (Kools), I. Lewis Cigar Mfg. Co. (La Coronada) and R. G. Dunn (cigars) advertise on one TV station each. Ronson Art Metal Works uses announcements on 25 TV stations for its lighters; American Art Co. lighters are advertised with five-minute spots on WATV (TV) Newark.

In addition to the AM network sponsors listed in the table, the 1948 roster from this category included: American Cigarette & Cigar Co. (Pall Malls), sponsoring *Big Story* for a weekly half-hour on NBC with gross time

(Continued on page 124)

TV ADVERTISERS
Class 23. Smoking Materials

Month	Net	Spot	Local	Total
July	—	—	—	6
Aug.	1	5	—	6
Sept.	2	5	1	8
Oct.	3	8	—	11
Nov.	5	10	1	6
Dec.	3	8	1	12
Jan.	4	7	1	12
Feb.	6	17	3	26

Source: Rorabaugh Report on Television Advertising

Mr. Time Buyer—

Only ONE Station in every market *DRAWS THE AUDIENCE*

5000 WATTS
1250 Kc.

in *TOPEKA* it's WREN

CONLAN* NOV. 14 THRU NOV. 20, 1948	4 HOURS 8 A.M. TO 12 NOON	6 HOURS 12 NOON TO 6 P.M.	4 HOURS 6 P.M. TO 10 P.M.
WREN	34.6	29.5	22.4
STATION A	30.5	27.0	32.3
STATION B	19.8	21.5	15.2
STATION C	12.3	16.2	21.5

MORE PEOPLE LISTEN MORE HOURS TO WREN THAN TO ANY OTHER STATION IN TOPEKA

* This survey paid for by all Radio Stations in Topeka.

National Representative—GEORGE P. HOLLINGBERY

HAVE YOU SEEN WREN'S NEW AND DIFFERENT MARKET PIECE?

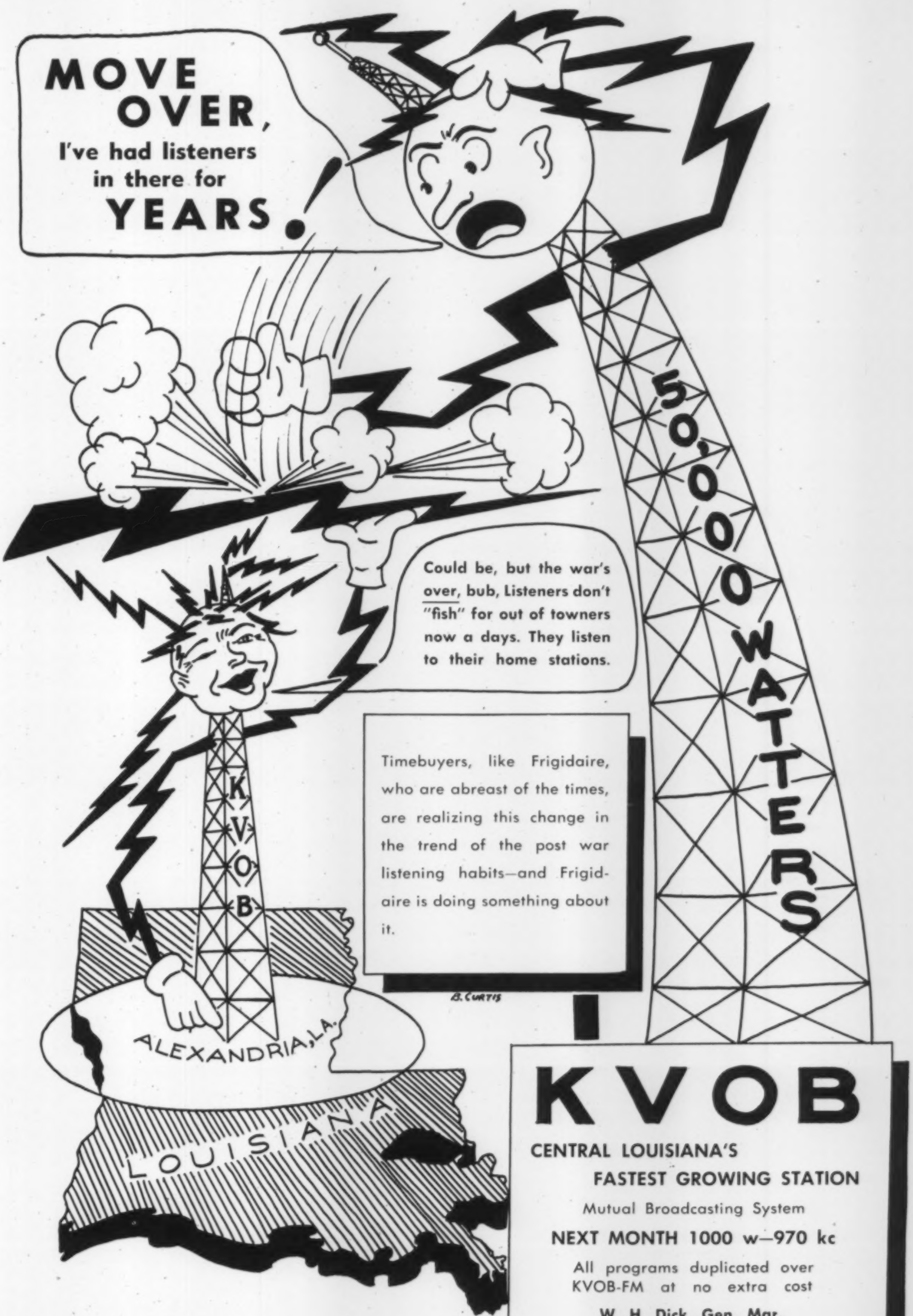
CHICAGO AUDIENCE FACTS

Saturday
3:00 to 6:00 PM

WIND 19.3
Network A.....15.5
Network B.....10.6
Network C.....17.0
Network D.....10.1

HOOPER INDEX
Jan. 1949

W-I-N-D
560 KC
24 hours a day


MOVE OVER, I've had listeners in there for YEARS!
Could be, but the war's over, bub, Listeners don't "fish" for out of towners now a days. They listen to their home stations.
50,000 WATTERS
KVOB
ALEXANDRIA, LA.
LOUISIANA
B. CURTIS

Timebuyers, like Frigidaire, who are abreast of the times, are realizing this change in the trend of the post war listening habits—and Frigidaire is doing something about it.

KVOB

CENTRAL LOUISIANA'S FASTEST GROWING STATION

Mutual Broadcasting System

NEXT MONTH 1000 w—970 kc

All programs duplicated over KVOB-FM at no extra cost

W. H. Dick, Gen. Mgr.

National Representative—Continental Radio Sales

Class 23

(Continued from page 122)

charges of $820,830 for the year; P. Lorillard Co. (Old Golds) had the 30-minute weekly *Old Gold Show* on CBS until July ($463,920), in May started a quarter-hour of ABC's *Stop the Music* ($363,996) to which it is adding another quarter-hour this month (April 1949) by taking over the period used in Smith Brothers' winter campaign for cough drops, in September began *Original Amateur Hour* for a weekly hour on ABC ($363,996); Mail Pouch Tobacco Co., *Fishing & Hunting Club of the Air*, 30 minutes a week on MBS ($187,047); U. S. Tobacco Co., *Take a Number*, weekly half-hour on MBS starting in June ($249,506); Ronson Art Metal Works (lighters), *20 Questions*, half-hour a week on MBS ($631,275).

So far this year, American Tobacco Co. (Lucky Strikes) has moved Jack Benny from NBC to CBS in the 7-7:30 p.m. Sunday spot, has cancelled its half-hour, five-a-week daytime show, *Your Lucky Strike*, after 13 weeks on CBS. Phillip Morris in January moved Horace Heidt into the NBC period vacated by Benny and in April moved him back to his former 10:30-11 p.m. Sunday period, cancelled *Kate Smith Sings* as of mid-April with a replacement sought but not announced as this was written.

R. J. Reynolds Tobacco Co. kicked off the New Year for Camels by sponsoring Mutual's broadcast of the Cotton Bowl Game on Jan. 1. Later that month Ronson Art Metal started its second MBS series, Johnny Desmond's five-minute Sunday spot, and Liggett & Myers launched *Tales of Fatima* for that brand of cigarette as a half-hour Saturday series on CBS.

CLASS 23. SMOKING MATERIALS

NETWORK (Gross) 1948 $20,323,300 SPOT 1948 $3,392,000 *(Net)
1947 18,243,906
1938 8,780,469

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
LIGGETT & MYERS			$5,043,752	$3,752,062	$1,689,370
"The Chesterfield Supper Club" Newell-Emmett	Chesterfield Cigarettes	NBC-164-1¼	2,835,956		
"Arthur Godfrey" Newell-Emmett	"	CBS-165-2½	2,207,796		
R. J. REYNOLDS TOBACCO CO.			$4,076,436	$3,945,149	$1,000,18
"The Bob Hawk Show" William Esty Co.	Camel Cigarettes	NBC-161-½	849,828		
"The Jimmy Durante Show" William Esty Co.	"	NBC-161-½ (Oct.-Dec.)	229,446		
"The Vaughan Monroe Show" William Esty Co.	"	CBS-160-½ (10 mos.)	646,833		
"Screen Guild Players"; Vaughan Monroe Show" (July 5-Oct. 4); "Bob Hawk Show" (Oct. 4). William Esty Co.	"	CBS-160-½	830,833		
"Football Game" (Jan. 1) William Esty Co.	Camels & Prince Albert Tobacco	MBS-377-to concl.	29,686		
"Paul Whiteman Record Club" William Esty Co.	"	ABC-245-1¼ (Jan.-June)	673,318		
"Grand Ole Opry" William Esty Co.	Prince Albert	NBC-158-½	816,492		
PHILIP MORRIS CO.			$3,844,044	$3,128,733	$1,167,35
"Horace Heidt" Biow Co.	Cigarettes	NBC-162-½	847,746		
"The Milton Berle Show"; "Call for Music" (Apr. 20); "Mel Torme" (July 6); "This Is Your Life" (Nov. 9) Biow Co.	"	NBC-144-½	782,595		
"It Pays to Be Ignorant"; "Call for Music" (Feb. 13); "Dinah Shore and Harry James" (Mar. 12); "Everybody Wins" (April 23); "Philip Morris Playhouse" (Oct. 29) Biow Co.	"	CBS-149-½	811,835		
"Heart's Desire"; "Kate Smith" (Sept 20) Cecil & Presby	"	MBS-217-1¼	695,463		
"Queen for a Day" Cecil & Presby	"	MBS-228-1¼	706,405		
AMERICAN TOBACCO CO.			$2,600,573	$2,815,855	$2,653,57
"Jack Benny": "Lets Talk Hollywood" (July 4-Sept. 26) Foote, Cone & Belding; BBDO (eff. April)	Lucky Strike Cigarettes	NBC-163-½	823,144		
"Your Hit Parade" Foote, Cone & Belding; BBDO	"	NBC-163-½	808,584		
"Your Lucky Strike" BBDO	"	CBS-167-½ (June-Dec.)	148,015		
AMERICAN CIGARETTE & CIGAR CO. "The Big Story"	(subsidiary) Pall Mall Cigarettes	NBC-163-½	820,830		
BAYUK CIGAR CO.			$1,351,759	$1,262,966	$272,30
"Inside of Sports" Neal D. Ivey Co.	Phillies Cigars	MBS-104-1¼			
BROWN & WILLIANSON TOBACCO CORP.			$1,174,488	$1,174,488	....
"Red Skelton"; Evening With Romberg" (eff. June) Russell M. Seeds Co.	Raleigh & Kool	NBC-161-½ (Jan.-Aug.)	521,568		
"People Are Funny" Russell M. Seeds Co.	Raleigh	NBC-164-½ (Jan.-June; Sept.-Dec.)	652,920		

Source: Publishers Information Bureau

* BROADCASTING estimat

Class 24: . . . . . Soaps

COMPETITION IS BACK in the soap industry, along with ample supplies of ingredients at lower prices and the rising use of detergents accompanied with a falling off in the sales of non-liquid soaps. At the end of March, tallow, a major soap ingredient, was priced at 5⅝ cents a pound, lowest it had been since 1940. This indicates further decreases in the price of soap, following cuts of six cents for household soaps made last December by major producers, who lopped off another six cents in February.

Speaking at the convention of the Assn. of American Soap & Glycerine Producers last January, George A. Wrisley, retiring president, foresaw "competition for better products, competition for lower prices, competition for more effective selling methods." Logically this will lead to more advertising, to increase use of radio which has proved to be one of the most effective means of selling soap.

Advertising of laundry soaps and cleaning products on the networks during 1948 entailed gross time charges of more than $20 million, 6.3% above the 1947 total. In January of this year the gross for network time was $1,698,866, up 10% from the gross of $1,544,41 in January 1948. Spot time sales to this group for 1948 were estimated at $9,570,000, not quite half of the network total.

In addition to the companies listed in the table, soap and cleanser advertisers on the nationwide networks last year included: Allied Chemical & Dye Corp. (Swerl) sponsoring a 15-minute period of *Stop the Music* on ABC last summer, with gross time costs of $85,629; American Home Products

(Continued on page 130)

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y.19
HENRY GREENFIELD, Mg. Director

The Texas Rangers
STARS OF STAGE • SCREEN • RADIO • TELEVISION

RADIO

America's greatest western act, The Texas Rangers, has starred in more coast-to-coast network programs longer than any other similar group. You probably remember some of them—such as "Under Western Skies", "Circle G. Ranch", and "Nighttime on the Trail".

Since early in 1949 they have starred in their own new half-hour program each Saturday afternoon over the CBS coast-to-coast network, from Hollywood.

RECORD ALBUM

The Texas Rangers not long ago made America's first album of Cowboy Hymns, released by Bibletone. Hear The Texas Rangers at their best in these selections: The Touch of God's Hand; Jubilation; Cowboy Camp Meetin'; Gallopin' to Glory; Golden Wings & Silver Spurs; and Trail to Our Salvation. Watch for release dates by M-G-M of new Texas Rangers records. The Texas Rangers Song Book, with 48 pages of original western songs and pictures of The Texas Rangers, is sold by music stores everywhere.

TELEVISION

Every Monday evening since the CBS-Los Angeles Times station KTTV went on the air, The Texas Rangers have starred in their own half-hour Television show, featuring such guest stars as Curt Massey, Ernest Tubb, Merle Travis and Eddie Dean. Television isn't new to this group. The male quartet of The Texas Rangers, then billed as the Midwesterners, appeared regularly on television 16 years ago in Kansas City on W9XAL, experimental television station programmed by KMBC.

STAGE & SCREEN

Pre-war movies in which The Texas Rangers were featured included "Colorado Sunset", "Chip of The Flying U", and "Oklahoma Frontier". The group was re-formed after military service, and recently has made numerous stage appearances on the West Coast and in the Midwest. Their post-war movie appearances for Columbia have included "The Last Roundup", with Gene Autry, and "Arkansas Swing", with the Hoosier Hot Shots.

NOW AVAILABLE FOR COAST-TO-COAST NETWORK, TELEVISION OR TRANSCRIPTION SPONSORSHIP!

The Texas Rangers transcriptions have been broadcast throughout the United States, Canada and Hawaii — the greatest number as well as the finest selections recorded by any western act. The Texas Rangers transcriptions have enjoyed Hooperatings as high as 27.4! Their selections have been transcribed vertically for highest fidelity, as well as laterally. Take your choice! Advertisers find that The Texas Rangers are an addition to their sales force! They are available to YOU, priced right for your station and your market!

For Complete Details
Write, Phone or Wire

Arthur B. Church Productions
Kansas City 6, Missouri

1340 **250** WATTS

WJOL

JOLIET, ILLINOIS

The Only Station in WILL County

(Established in 1926)

JOE GARVEY,
Manager

Joseph Hershey McGillvra, Inc.,
National Representatives

WORZ

NBC AFFILIATE

ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J. P. McKINNEY & SON

CLASS 24. SOAPS, CLEANSERS & POLISHES

NETWORK (Gross)	1948	$20,767,870	SPOT 1948 (Net)	$9,570,000**
	1947	19,528,721		
	1938	7,624,188		

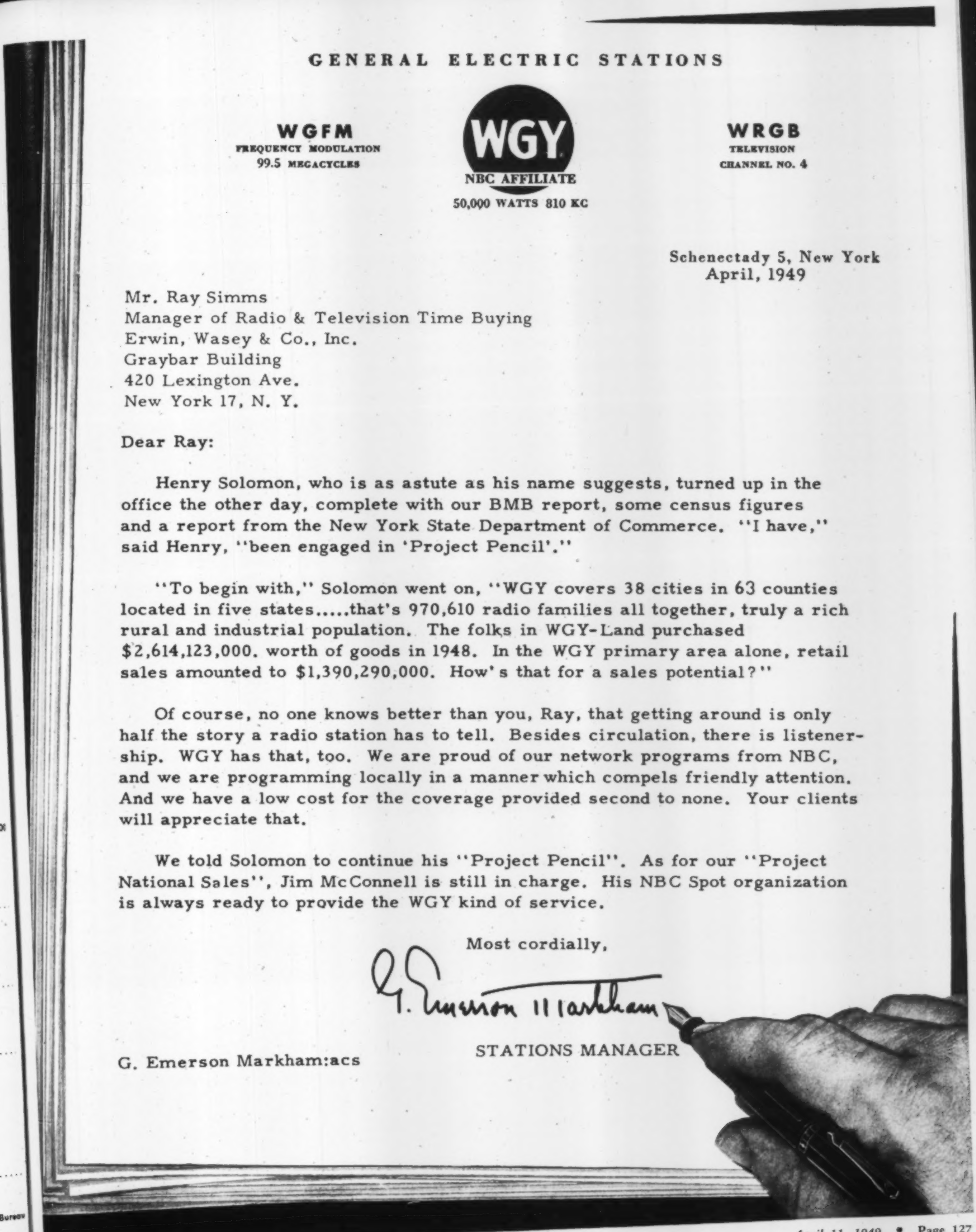
LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PROCTER & GAMBLE*			$11,414,637	$10,121,243	$3,666,06
"Perry Mason" Pedlar & Ryan	Chipso	CBS-7-1¼ (April-May)	4,499		
Benton & Bowles	Chipso & Tide	CBS-27-1¼ (March) CBS-7-1¼ (May)	13,368		
Compton Adv.	Ivory Flakes, Spic & Span, Camay	CBS-56-1¼ (Jan.-August)	253,444		
Dancer, Fitzgerald & Sample	Oxydol	CBS-12-1¼ (Aug.-Nov.)	29,071		
	Tide	CBS-93-1¼ (April-Dec.)	350,252		
"Beulah" Dancer, Fitzgerald & Sample	Dreft	CBS-79-1¼	1,167,303		
"Joyce Jordan, M. D."; "The Brighter Day" (eff. Oct. 11) Dancer, Fitzgerald & Sample	Dreft	NBC-154-1¼	876,441		
"Road of Life" Compton Adv.	Duz	NBC-156/CBC-1¼	938,236		
"The Guiding Light" Compton Adv.	Duz	NBC-143-1¼	600,016		
"Truth or Consequences" Compton Adv.	Duz	NBC-143-1¼	620,511		
"Tom Brenneman's Breakfast in Hollywood"; "Breakfast in Hollywood" (eff. April) Benton & Bowles	Ivory Flakes	ABC-188-1¼ (Jan.-Aug.)	526,293		
"What Makes You Tick" Compton Adv.	Ivory Flakes	ABC-173-1¼ (Sept.-Dec.)	222,443		
		CBS-80-1¼ (Dec.)	11,764		
"Welcome Travelers" Benton & Bowles	Ivory Snow, Soap, Cleanser, Shortening, Shampoo	ABC-198-1¼	887,359		
"Rosemary" Benton & Bowles	Ivory Snow & Tide	CBS-63-1¼	509,744		
"Jack Smith" Dancer, Fitzgerald & Sample	Oxydol	CBS-82/CBC-1¼	1,367,619		
"Ma Perkins" Dancer, Fitzgerald & Sample Compton Adv.	Oxydol, Ivory Flakes	CBS-80-1¼	611,862		
		NBC-148/CBC-1¼	925,076		
"Life Can Be Beautiful" Dancer, Fitzgerald & Sample	Spic & Span	NBC-151/CBC-1¼	919,259		
"Gang Busters" Benton & Bowles	Tide	ABC-143-½ (Mar.-Dec)	355,893		
"Red Skelton Show" Benton & Bowles	Tide	NBC-144-½	235,954		
B. T. BABBITT INC.			$2,032,183	$2,010,192	$437,70
"David Harum" Duane Jones	Bab-O	CBS-55-1¼	859,831		
"Lora Lawton" Duane Jones	Bab-O	NBC-166/CBC-1	1,172,352		
S. C. JOHNSON & SON			$1,115,792	$863,226	....
"Fibber McGee & Molly" Needham, Louis & Brorby	Johnson's Wax	NBC-165/CBC-½ (9 mos.)	582,282		
"Fred Waring Show" Needham, Louis & Brorby	" "	NBC-166/CBC-1 (June-Dec.)	533,510		
MANHATTAN SOAP CO.*			$946,703	$1,257,067	....
"Rose of My Dreams"; "Strange Romance of Evelyn Winters" (eff. May 17) Duane Jones	Blue-White Flakes & Sweetheart Soap	CBS-162-1¼ (May-Nov.)			
LEVER BROS.*			$806,546	$725,408	....
"Junior Miss" Needham, Louis & Brorby	Rinso, Lifebuoy	CBS-163-1¼ (May-June; Nov., Dec.)	109,236		
"Amos 'n' Andy" Ruthrauff & Ryan	Rinso	CBS-150/CBC-½ (Oct.-Dec.)	198,600		
"Amos 'n' Andy"; "Call the Police" (eff. June 1) Ruthrauff & Ryan	Rinso	NBC-151-½	498,710		
ARMOUR & CO.*			$681,961	$588,543	....
"Hint Hunt" Foote, Cone & Belding	Chiffon Flakes	CBS-157-50 minutes			

* Additional expenditures in other product groups

** BROADCASTING estimate

Source: Publishers Information Bureau



GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
April, 1949

Mr. Ray Simms
Manager of Radio & Television Time Buying
Erwin, Wasey & Co., Inc.
Graybar Building
420 Lexington Ave.
New York 17, N. Y.

Dear Ray:

Henry Solomon, who is as astute as his name suggests, turned up in the office the other day, complete with our BMB report, some census figures and a report from the New York State Department of Commerce. "I have," said Henry, "been engaged in 'Project Pencil'."

"To begin with," Solomon went on, "WGY covers 38 cities in 63 counties located in five states.....that's 970,610 radio families all together, truly a rich rural and industrial population. The folks in WGY-Land purchased $2,614,123,000. worth of goods in 1948. In the WGY primary area alone, retail sales amounted to $1,390,290,000. How's that for a sales potential?"

Of course, no one knows better than you, Ray, that getting around is only half the story a radio station has to tell. Besides circulation, there is listenership. WGY has that, too. We are proud of our network programs from NBC, and we are programming locally in a manner which compels friendly attention. And we have a low cost for the coverage provided second to none. Your clients will appreciate that.

We told Solomon to continue his "Project Pencil". As for our "Project National Sales", Jim McConnell is still in charge. His NBC Spot organization is always ready to provide the WGY kind of service.

Most cordially,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs

P-r-r-rogramming

25 recorded packages
wrapped in a record of
sponsorship...designed for
maximum listenership...
and tied with
YOUR purse strings in mind

AUNT MARY—One of radio's most successful daytime serial programs . . . sponsored "live" by a national advertiser over NBC Western Network . . . here's a heart-warming story of a woman's fight for human dignity and understanding—with listening appeal for young and old alike.

605 quarter-hours for 5-a-week broadcast

THE HAUNTING HOUR—Original psychological mysteries, "whodunit" thrillers, crime crusade themes and eery tales by ace radio writers . . . enacted by radio-stage-screen stars, including Betty Furness, Jed Prouty and Berry Kroeger.

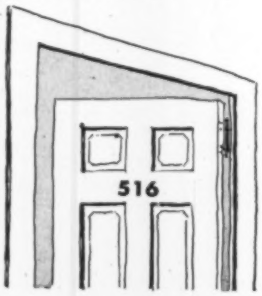
52 half-hours for 1-a-week broadcast

THE PLAYHOUSE OF FAVORITES—The world's best-known and loved novels and plays in brilliantly dramatized editions . . . expertly adapted for radio—with all-star casts, including Wendy Barrie, Les Tremayne, John Carradine and Signe Hasso. Some of these prestige programs are *"A Tale Of Two Cities," "Rip Van Winkle," "Little Women," "The House Of The Seven Gables," "Adventures Of Tom Sawyer," "Camille"* and *"Robin Hood."*

52 half-hours for 1-a-week broadcast

FOR A ROOM WITH A VIEW . . .
on complete NBC SYNDICATED
PROGRAM *details*
try **"516"** *at the* **Stevens Hotel**.

We'll be happy to provide descriptive brochures, rates and audition records.



A Service of
Radio Corporation
of America

for the P-r-r-ractical PURSE....

A HOUSE IN THE COUNTRY—Roof-raising, hilarious situation-comedy and a closet full of fun . . . based on the trials of a young city-bred couple in their search for peaceful living in the country. A well-constructed program, featuring top network talent and family-styled for country-wide appeal.

52 half-hours for 1-a-week broadcast

REFLECTIONS—The brilliant color of music woven with the golden thread of words . . . supplying a long-standing demand for a program designed for relaxed meditative listening . . . featuring Canada's finest radio talent . . . NBC-produced for maximum commercial effect and entertainment value.

104 quarter-hours for 2-a-week broadcast

THE THREE SUNS AND A STARLET—Sun-bright rhythm styled of sunlight and star-dust by America's shining exponents of subtle improvisation . . . further enhanced by the glowing warmth of guest vocalists Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire.

78 quarter-hours for 3-a-week broadcast

ALLEN PRESCOTT . . . THE WIFE-SAVER—Household hints and mirth-spattered patter that attract fan mail by the carload and put the program on the "Missus'" must list . . . mirthful nonsense that has placed Allen Prescott among network favorites and made sense to—and dollars for—many sponsors.

156 quarter-hours for 3-a-week broadcast

OTHER NBC LOW-BUDGET RECORDED PROGRAMS . . .

Adventure:

STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast

Romance:

MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast

Hair-raisers:

THE WEIRD CIRCLE—78 half-hours for 1-or-more-weekly broadcast

MERCER MCLEOD . . . THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast

FIVE-MINUTE MYSTERIES—260 five-minute programs for 3-a-week broadcast

Human Interest:

BETTY AND BOB—390 quarter-hours for 5-a-week broadcast

Sports:

THROUGH THE SPORT GLASS with SAM HAYES—52 quarter-hours for 1-or-2-a-week broadcast

Juvenile:

HAPPY THE HUMBUG—54 quarter-hours (15 pre-Christmas—39 post-Christmas) for 2-or-3-a-week broadcast

MAGIC CHRISTMAS WINDOW—25 quarter-hours for pre-Christmas broadcast

DESTINY TRAILS—156 quarter-hours for 3-a-week broadcast

Musical:

TIME TO SING—156 five-minute programs for 3-a-week broadcast

CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours . . . frequency optional

TIME OUT FOR FUN AND MUSIC—65 quarter-hours for 1-or-more-weekly broadcast

ART VAN DAMME QUINTET with LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast

Especially for the Girls:

COME AND GET IT—156 quarter-hours for 3-a-week broadcast

Five-Minute Specialties:

THE NAME YOU WILL REMEMBER—260 five-minute programs for 3-or-5-a-week broadcast

GETTING THE MOST OUT OF LIFE TODAY—117 five-minute programs for 3-a-week broadcast

---

and to make the package complete

With each program series, NBC Radio-Recording supplies a complete audience promotion kit—glossy photos, mats, publicity releases and on-the-air announcements — designed to build a large following for your NBC Syndicated Programs.

This extra service—cheered by station men throughout the nation—is offered to Syndicated Program users at NO EXTRA COST.

..Radio-Recording Division

CA Building, Radio City, New York • Chicago • Hollywood

Class 24

(Continued from page 124)

(Aerowax, Kolynos), started *Front Page Farrell* in May on ABC ($508,770), (Aerowax, Wizard Glass Wax), November only on CBS ($63,957); Chemicals Inc. (Vano), *Meet the Missus*, CBS western stations ($21,172); Colgate-Palmolive-Peet Co. (Super Suds, Palmolive), *Blondie* (Jan.-Sept.), CBS ($641,244); Cudahy Packing Co. (Old Dutch Cleanser), *Nick Carter*, MBS ($626,881).

Also: Drackett Co. (Drano, Windex), *Star Time*, ABC ($248,573); Faultless Starch Co., *Faultless Starch Time* (Oct.-Dec.), NBC ($13,876); General Foods Corp. (La France), *Second Mrs. Burton* (Jan.-May, July-Aug.), CBS ($307,509); Gold Seal Co. (Glass Wax), started *Meet the Missus* on a CBS West Coast hookup in May ($42,332), started *Arthur Godfrey* on CBS in August ($505,216); Pacific Coast Borax Co. (20-Mule Team Borax, Boraxo), *The Sheriff*, ABC ($615,225); S.O.S. Co. (kitchenware cleanser), *Knox Manning* (Jan.-March, Aug.-Dec.), CBS West Coast ($37,941), *Mr. Information* (Aug.-Dec.), CBS ($17,160); Soil-Off Mfg. Co. (paint cleaner), *Knox Manning* (March-Sept.), CBS western stations ($22,793).

Wilco Co. (Clearex Cleanser), in February started sponsoring three quarter-hours of *Ladies First* each week on the full Don Lee Network. Oakite Products Inc. uses two announcements a week on 12 Yankee Network stations, plus programs and spots on 13 others. S. C. Johnson & Son (Glocoat) in February started using three announcements a week on New England Radio Network.

Bon Ami is planning a national campaign for Glass Gloss to start this spring, following a winter test on the Pacific Coast. Lever Brothers Co. is adding about 25 markets to stations already carrying Surf announcements, which began last summer on 35 stations in 11 midwestern markets. This company will also conduct a three-month spring campaign for Silver Dust on the East Coast. Chemicals Inc. (Vano) supplements its West Coast CBS show, *Meet the Missus*, with programs and spots on seven stations in that area.

Haley & Raskob Enterprises is planning a spot campaign for its glass cleaner. Procter & Gamble Co. is using eastern stations for Bonus (granulated soap with a dishcloth included in the package). Dif Corp uses announcements on three stations. Perfex Co. (cleaners and starch) sponsors *Kitchen Klub* five days a week on 17 midwestern stations. Swift & Co. is using five quarter-hours a week on seven eastern stations.

Colgate-Palmolive-Peet Co. (Vel, Lustre-Creme) sponsors *Colgate Theatre* on NBC's TV network for a Monday half-hour; Procter & Gamble Co. (Duz, Ivory, Crisco) uses the same network for a half-hour on Tuesday for *Fireside Theatre*, which replaced *I'd Like To See* on April 5. Jiffy Products Co. (Zippy starch) uses announcements on five TV stations; Dif Corp., John Hanser Soap Co., Woolfoam Corp., E. L. Bruce Co. (cleaner) and B. T. Babbitt Inc. (Bab-O) have programs or announcements on single TV stations.

At the local level, laundries and cleaning services account for more than 50 of the sponsors of network co-op programs. Nine such concerns also use television in their localities.

TV ADVERTISERS

Class 24. Soaps, Cleansers & Polishers

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	—	2	3	5
Sept.	1	3	5	9
Oct.	—	4	6	10
Nov.	1	2	1	4
Dec.	1	3	—	4
Jan.	1	5	—	6
Feb.	—	7	1	8

Source: Rorabaugh Report on Television Advertising

WFBG

25th Anniversary

Due to the prestige and goodwill
built by twenty-five years of fine
programming and public service

ANY TIME
IS THE RIGHT TIME
TO BUY TIME
— on —

WFBG : WFBG-FM

National Broadcasting Company Affiliate
In Altoona, Pennsylvania

JACK SNYDER,
Man'g Dir.

HEADLEY-REED,
Nat. Rep.

Class 25: Sporting Equipment

AS A CLASS, the makers of sporting goods and toys are among the least frequent users of broadcast advertising. Last year, one company, Wilson Sporting Goods Co., sponsored two football broadcasts — the All-Star game in August on MBS, the National Professional Football Championship game in December on ABC—to provide this group's only listing in the network table.

A. G. Spalding & Bros. advertised its sporting equipment by sponsoring broadcasts of the Davis Cup tennis matches on eight stations and of the National Tennis Championship matches on 18 stations, the only spot advertiser reported from this class during 1948.

Unique Art Mfg. Co. uses video advertising for its mechanical toys by sponsoring a 15-minute segment of the Friday *Howdy Doody* broadcast on NBC's TV network. Lionel Corp. used a 13-week quarter-hour series, *Tales of the Red Caboose*, on ABC-TV last fall in a pre-Christmas campaign for its model railroad apparatus. Harper Boat Building Co. used video spots in Los Angeles last summer, and Cycloid Corp. at the same time advertised its sports equipment with TV announcements in Chicago.

Some 15 local sporting goods stores are included among the sponsors of network co-op programs, chiefly Mutual's *Fishing and Hunting Club of the Air* in markets where it is not used by Mail Pouch Tobacco Co. Most toy advertising is also done at the local level, usually by department stores in the month between Thanksgiving and Christmas.

CLASS 25. SPORTING EQUIPMENT & TOYS

NETWORK (Gross)			SPOT (Net)	
1948	$81,469		1984	$237,000 *
1947	158,039			
1938	†			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
WILSON SPORTING GOODS CO.			$81,469	$74,129	....
"Football Games" Ewell & Thurber Assoc.	Sports Equipment	MBS-to concl.	59,089		
		ABC-to concl.	22,380		

Source: Publishers Information Bureau

* BROADCASTING estimate

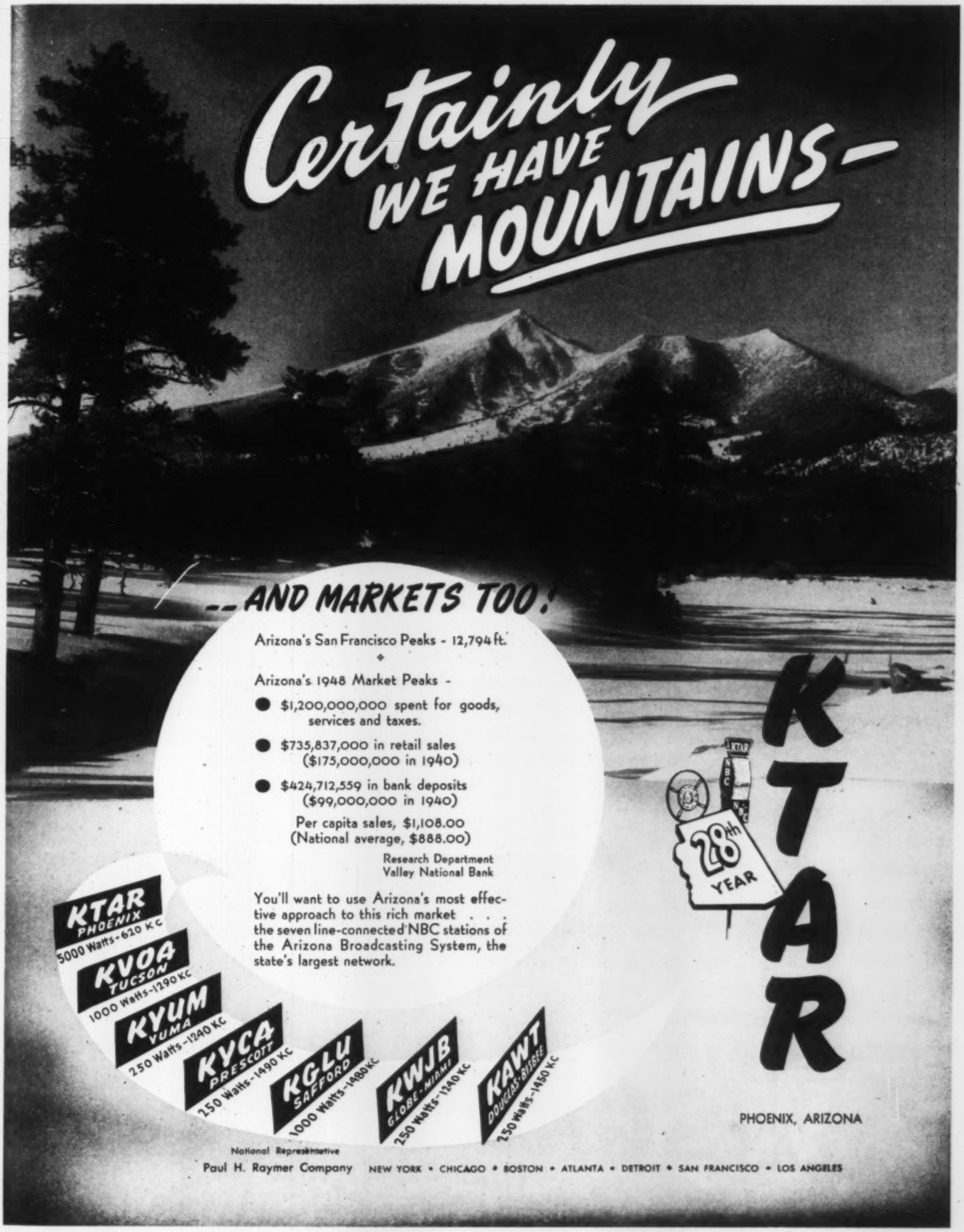
† No Class 25 in 1938 report

TV ADVERTISERS

Class 25. Sporting Goods & Toys

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	—	1	1	2
Sept.	—	1	2	3
Oct.	1	3	—	4
Nov.	5	3	4	12
Dec.	3	8	5	16
Jan.	2	3	3	8
Feb.	1	2	6	9

Source: Rorabaugh Report on Television Advertising


Certainly
WE HAVE
MOUNTAINS—
-- AND MARKETS TOO!
KTAR
KTAR
NBC
28th
YEAR
KTAR PHOENIX 5000 Watts-620 KC
KVOA TUCSON 1000 Watts-1290 KC
KYUM YUMA 250 Watts-1240 KC
KYCA PRESCOTT 250 Watts-1490 KC
KGLU SAFFORD 1000 Watts-1480 KC
KWJB GLOBE-MIAMI 250 Watts-1240 KC
KAWT DOUGLAS-BISBEE 250 Watts-1450 KC

Arizona's San Francisco Peaks - 12,794 ft.

◆

Arizona's 1948 Market Peaks -

- $1,200,000,000 spent for goods, services and taxes.
- $735,837,000 in retail sales ($175,000,000 in 1940)
- $424,712,559 in bank deposits ($99,000,000 in 1940)

Per capita sales, $1,108.00
(National average, $888.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market . . . the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

PHOENIX, ARIZONA

National Representative
Paul H. Raymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

Class 26: . . . . . Toiletries

CLASS 26. TOILETRIES & TOILET GOODS **

NETWORK (Gross) **1948 $ 32,145,225** **SPOT 1948 $1,878,000** (Net)

1947 28,831,204

1938 †19,413,860

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GILLETTE SAFETY RAZOR CO.			$6,262,539	$1,269,756	....
"Gillette Fights" Maxon Inc.	Razors, Blades, Shaving Cream	ABC-213/CBC-to concl.	805,365		
"Sports Events" (baseball, racing, football, etc.) Maxon Inc.	Razors, Blades, Shaving Cream	CBS, MBS, ABC	444,319		
Toni Division:					
"Crime Photographer" Foote, Cone & Belding	Toni Wave & Shampoo	CBS-163-½ (April-Dec.)	649,914		
"Give & Take" Foote, Cone & Belding	"	CBS-160-½	421,632		
"This Is Nora Drake" Foote, Cone & Belding	"	CBS-152-1¼ (May-Dec.)	907,796		
"This Is Nora Drake" Foote, Cone & Belding	"	NBC-157-1¼	1,319,473		
"Ladies, Be Seated" Foote, Cone & Belding	"	ABC-230-1¼	1,176,916		
"Breakfast Club" Foote, Cone & Belding	"	ABC-229-1¼ (Jan.-July)	537,124		

(Continued on page 134)

USE OF radio for toiletries advertising is predominantly at the national level and chiefly on the national networks, where it is second only to foods in the volume of time used. Last year the gross network time purchases of this class exceeded $32 million, compared to less than $2 million spent for spot, according to our estimate. Local advertising of toilet goods is very slight, judging from the inclusion of only one advertiser of this type among the more than 1,500 sponsors of network co-op programs locally.

The 1948 expenditures of toiletries advertisers for network time were up 11.5% from the 1947 volume, but this upward trend was interrupted in January when, according to Publishers Information Bureau records, gross network time sales to this group were $2,912,057, a drop of 3% below the $3,000,748 gross in January of last year.

Whether this is a temporary setback or the beginning of a diversion of some advertising funds from networks to other media cannot be predicted at this time. Only one company, Sterling Drug, has announced its intention to curtail its network expenditures and Sterling had concentrated its advertising in the past almost exclusively on network programs. With the announced plan to take $1 million from its network budget for publication and video advertising, Sterling has cancelled NBC's *Manhattan Merry-Go-Round* which for years has promoted the sale of Dr. Lyon's dentrifices. The company now sponsors a daily afternoon half-hour program on WABD(TV) New York.

Toni Division of Gillette Safety Razor Co. has dropped two daytime programs—*Nora Drake* on NBC and *Ladies Be Seated* on ABC—from its network schedule which now includes three CBS shows, has increased its newspaper advertising and in May will start a weekly 30-minute TV series, also on CBS. Conversely, Lever Brothers Co. has started *Winner Take All* five quarter-hours a week on CBS, Chesebrough Mfg. Co. has added a weekly half-hour drama, *Little Herman*, on ABC, and Colgate-Palmolive-Peet Co. has doubled the size of the NBC network carrying its weekly *Sports Newsreel*.

Network toilet goods advertisers during 1948, in addition to those listed in the table, included: American Home Products (Kolynos, Anacin), *Mr. Keen*, CBS ($742,667 gross time charges), (Kolynos and other products), *Romance of Helen Trent*, CBS ($696,579), (Kolynos), *Front Page Farrell*, two months on NBC ($132,435); E. O. Anderson & Co. (Shontex), *Surprise Package*, two months on ABC ($6,288); Barbasol Co., *Billy Rose*, on ABC April-July ($131,111); Beauty Factors (Insta-Curl), in December started *Meet the Stars* on ABC ($7,248); Campana Sales Corp. (all products), *First Nighter*, CBS ($370,755), (Solitair Makeup), *Solitair Time*, NBC ($99,104).

Chesebrough Mfg. Co. (Vaseline, hair tonic, lip ice), *Dr. Christian*, CBS ($754,924); Consolidated Royal Chemical Co. (Kranks Shave Kreem, Mar-O-Oil Shampoo), *Bob Elson on the Century* started in September on ABC ($20,677); Conti Products Inc. (Castile Shampoo), *Yours for a Song*, started November on MBS ($24,710); Eversharp Inc. (razors, blades, writing instruments), *Stop the Music* (Sept.-Dec.), ABC ($147,-

(Continued on page 134)

RINGS THE BELL
WSGN rings the bell for so many sponsors because its careful programming and promotion give WSGN the audience to build sales. Let WSGN help your product hit the top in North Alabama.
610 KC
ALABAMA'S BEST *BUY* FAR!
WSGN
WSGN — FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama Headley Reed National Reps.

"......your organization seems to have the answer to providing down-to-earth costs for package programs."
WCSS
Amsterdam, New York
FOR DETAILS SEE PAGE 31

Operation "Log"

BMI
BMI
Brickey

How BMI Diagnoses Your Music Logs Scientifically

EVERY 14 months your station supplies BMI with a log of the music you've performed each day for one month. This log, properly analyzed, determines the payment to composers and publishers, who are compensated by BMI on the basis of actual use of their music.

And, as important to you, your daily music log is the pulse of your station's musical programming. It is vital to you, for it charts the exact strength of the heart of your broadcasting. A study of your log helps you appraise the quality and selectivity of your music.

BMI will gladly send you a FEVER CHART, or analysis, of your station's log if you will simply ask for it.

In 1941 BMI instituted the first scientific and automatic system of checking actual broadcast use of music. Employing the very latest IBM electronic accounting and tabulating machines, BMI's "Operation Log" turns out a wealth of interesting facts and figures.

With more than 32,400 daily logs to be examined each year, the physical task of processing them is staggering. Every BMI licensee has been most cooperative in supplying its logs when asked to do so. This cooperation has resulted in standards of efficiency which amaze everyone who has seen BMI's logging system in operation.

You'll have an opportunity to see a typical BMI logging job at this year's NAB Convention when you visit the main exhibit hall at the Stevens for a look at BMI's "Operation Log" in action.

If unable to attend the NAB Convention, write to Station Relations Department at BMI for your copy of "Operation Log" in pamphlet form, illustrated.

AN INVITATION

You are cordially invited to visit
the BMI Exhibit in the
Main Exposition Hall and
BMI Headquarters
Rooms 535A—536A—537A
at the Stevens
During the NAB Convention

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago • Hollywood

Class 26 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PROCTER & GAMBLE*			$5,290,477	$5,289,204*	$1,997,100*
"Pepper Young's Family" Pedlar & Ryan	Camay Soap	NBC-153/CBC-1¼	927,854		
"Lowell Thomas" Compton Adv.	Ivory Soap	CBS-78-1¼	1,424,078		
"Right to Happiness" Compton Adv.	Ivory Soap	NBC-152/CBC-1¼	924,303		
"Big Sister" Compton Adv.	Ivory & Drene	CBS-93/CBC-1¼	701,534		
"The FBI in Peace & War" Biow Co.	Lava Soap	CBS-149-½ (11 mos.)	703,830		
"Life of Riley" Benton & Bowles	Prell	NBC-139-½ (11 mos.)	608,878		
COLGATE-PALMOLIVE-PEET*			$3,701,001	$3,531,547	....
"A Day in the Life of Dennis Day" Ted Bates	Colgate Dental Creme & Lustre Cream; Palmolive Soap & Lustre Creme	NBC-143-½ (10 mos.)	659,530		
"Blondie" William Esty Co.	Colgate Dental Creme, Super Suds	NBC-151/ CBC-½ (Oct.-Dec.)	220,038		
"Sports Newsreel of the Air" Sherman & Marquette	Colgate Shave Cream	NBC-71-¼	423,488		
"Mr. & Mrs. North" Sherman & Marquette	Halo Shampoo, Cashmere Bouquet Soap, Palmolive Shave Cream	CBS-151-½	763,386		
"The Judy Canova Show" Sherman & Marquette	Halo Shampoo, Palmolive Shave Cream, Super Suds	NBC-143-½ (9 mos.)	476,825		
"Can You Top This" Sherman & Marquette	Palmolive Brushless Shave Cream, Colgate Dental Cream	NBC-143-½ (Jan.-Sept.)	607,525		
"Our Miss Brooks" Ted Bates	Palmolive Soap Lustre Cream Shampoo	CBS-151-½ (Oct.-Dec.)	215,147		
"Kay Kyser's College of Musical Knowledge" Ted Bates	Palmolive Soap & Lather Shave Cream	NBC-143-½ (Jan.-June)	335,062		
LEVER BROS.*			$2,994,871	$2,593,902	$2,790,141
"Junior Miss" Needham, Louis & Brorby	Lifebuoy Soap Pepsodent	CBS-164-½ (7 mos.)	218,904		
"Big Town" Sullivan, Stauffer, Colwell & Bayles	Lifebuoy Soap	NBC-131/CBC-½ (Sept.-Dec.)	225,369		

(Continued on page 168)

Class 26

(Continued from page 132)

839); F. W. Fitch Co. (shampoo, hair tonic, shave cream), *Fitch Bandwagon*, NBC, ending in May ($335,580); "42" Products (toiletries), *Bob Garred—News*, CBS ($54,736), *Don't You Believe It* (Jan.-June), ABC ($21,980); Illinois Watch Case Co. (compacts, cigarette cases, etc.), *Groucho Marx Show*, ABC ($378,942); Interstate Labs (Occuline Eye Pads), *Meet the Missus* (Jan.-Aug.), CBS ($16,252).

Andrew Jergens Co. (lotion, soap, perfume), *Walter Winchell*, ABC ($400,425), *Louella Parsons*, ABC ($404,407); L. B. Laboratories (hair oil, shampoo), *George Fisher in Hollywood*, started in June on CBS ($8,693); Lambert Pharmacal Co. (Listerine products, *Abe Burrows* (Jan.-June), CBS ($286,766); Los Angeles Soap Co. (all products), *Knox Manning* (Jan.-Aug.), CBS ($45,383), (White King products), *Elmer Peterson* (March-Dec.), NBC ($19,600); Manhattan Soap Co. (all products), *Knox Manning* (July-Dec.), CBS ($30,259), stepped up in February 1949 from three to five broadcasts a week; (Sweetheart Soap) *Katie's Daughter*, NBC ($1,276,942), *Rose of My Dreams* (Jan.-May), CBS ($169,924), *Evelyn Winters* (Jan.-Nov.), CBS ($379,925); McKesson & Robbins (Tartan Suntan Oil), *Surprise Package* (May-Sept.), ABC ($8,118); Mennen Co. (men's toiletries), *Sam Hayes* (Sept.-Dec.), NBC ($67,488), replaced in January 1949 by *Bob Garred* on CBS.

Noxzema Chemical Co. (Noxzema and shave cream), *Mayor of the Town* (Jan.-June), ABC ($328,002), *Gabriel Heatter*, MBS ($328,476); R. B. Semler (Kreml), *Billy Rose* (Jan.-Oct.), MBS ($662,425), *Martin Block Show* (Jan.-April), MBS ($211,018), *Gabriel Heatter* (Oct.-Dec), MBS ($47,012); Volupte (compacts, cigarette cases, etc.), *The Better Half* (Sept.-Dec.), MBS ($52,115); Wm. R. Warner & Co. (Rayve Creme Shampoo, Hedy Home Permanent Wave), *Henry Morgan* (Jan.-June), ABC ($292,707); Wildroot Co. (all products), *Sam Spade*, CBS ($868,875), (hair tonic, cream oil), *King Cole Trio* (Jan.-April), NBC ($86,970), (shampoo), *Meet the Missus* (Dec.), CBS ($4,383).

Los Angeles Soap Co. (White King Soap), sponsors *Chandu the Magician* on full Don Lee Network plus two Arizona stations, *Breakfast News* on full Don Lee and MBS Intermountain networks. Colgate-Palmolive-Peet Co. uses participations in Yankee Network *News Service*. Andrew Jergens Co. in January started transcribed repeats of *Louella Parsons* on full Don Lee Network. Wildroot Co. sponsors *What's the Name of That Song?* on full Don Lee Network. Denalan Co. sponsors *Fulton Lewis, jr.* on eight Don Lee stations for its dental plate cleanser.

American Safety Razor Co. uses spots for Gem blades on four stations, for Star blades on three. Barbasol in February increased its spot list to 11 stations in New York, Pittsburgh and Detroit. Bristol-Myers Co. uses announcements for Ipana in selected markets. Consolidated Royal Chemical Co. uses transcriptions of its network show on 10 additional stations.

A. & F. Pears Ltd., English soap maker, is using the *Barbara Welles Program* on WOR New York, Fri., 4-4:30 p.m., as the sole advertising accompanying the return of Pears Soap to the American market. Pepsodent Division of Lever Brothers Co. has placed spots on 90 stations for Rayve Home Permanent Wave kit, which it acquired from Wm. Warner & Co. Procter & Gamble Co. will also use

(Continued on page 168)

TV ADVERTISERS
Class 26. Toiletries

Month	Net	Spot	Local	Total
July	—	—	—	2
Aug.	3	4	—	7
Sept.	2	4	2	8
Oct.	5	7	1	13
Nov.	5	3	1	9
Dec.	3	7	1	11
Jan.	3	4	—	7
Feb.	4	9	1	14

Source: Rorabaugh Report on Television Advertising

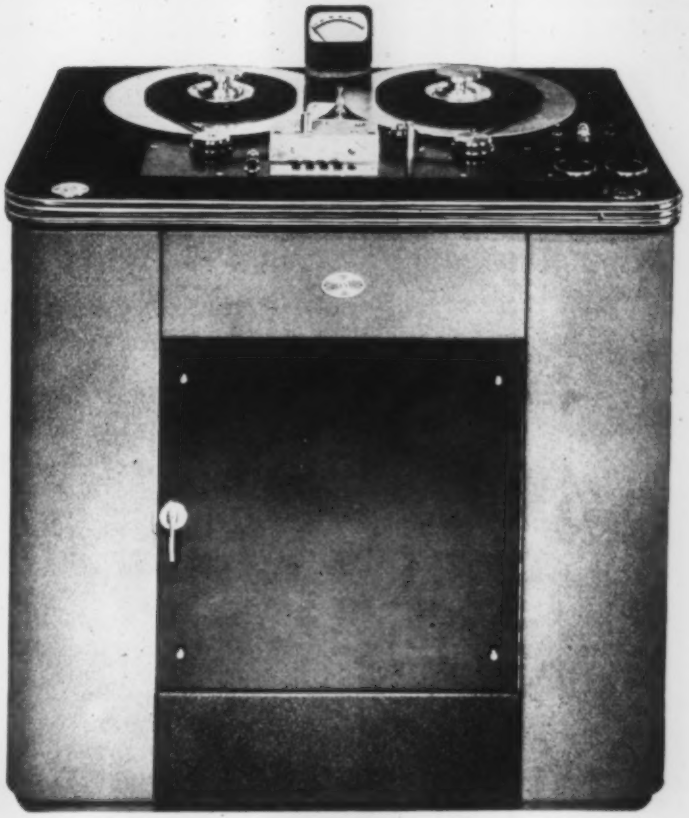
MINNEAPOLIS
ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS

WOC
FIRST IN THE QUAD Cities
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5
Basic Affiliate of NBC, the No. 1 Network
The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.
Col. B. J. Palmer, President
Ernest Sanders, Manager
DAVENPORT, IOWA
FREE & PETERS, INC., National Representatives

Now! A Top Quality Tape Recorder at a Reasonable Price

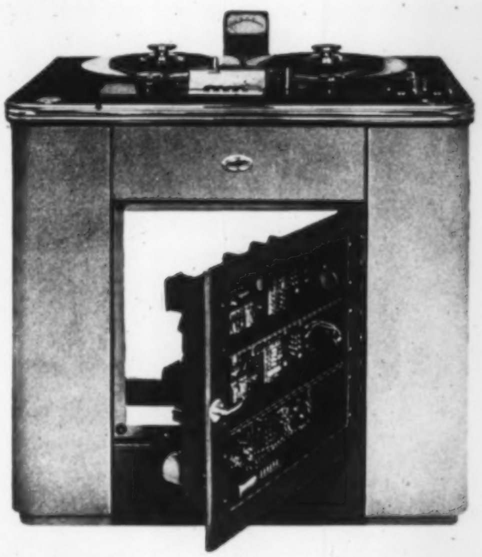
New **PRESTO**
Magnetic Tape Recorder

AT LAST, a magnetic tape recorder that fully measures up to the most exacting requirements of broadcast network operations, independent stations and transcription producers, yet priced to have wide appeal.



Compare these specifications:

- Frequency response: 30 to 15,000 cps ± 1 db.
- Signal to noise ratio: Over 60 db below max. signal.
- Fast speed, 240 ft. per second forward and rewind, instantly reversible.
- Recording speeds 7½" or 15" per second (15" or 30" per second provided on request). Speed selection by special 2-speed motor.
- Reels direct mounted on motor shafts. Uses any type and size of reel up to 14".
- Erasing, recording and playback heads all mounted in separate housing — entire unit connected by plug-in for immediate replacement.
- Full-size illuminated scale V. U. meter on top panel.



Now! Greater Accessibility

Illustration shows how everything mechanical and electrical can be serviced from the front and top. Amplifiers and power supply are in swinging door behind removable panels. Mechanical units are mounted on top panel, hinged at rear so it can be opened upwards.

PRESTO

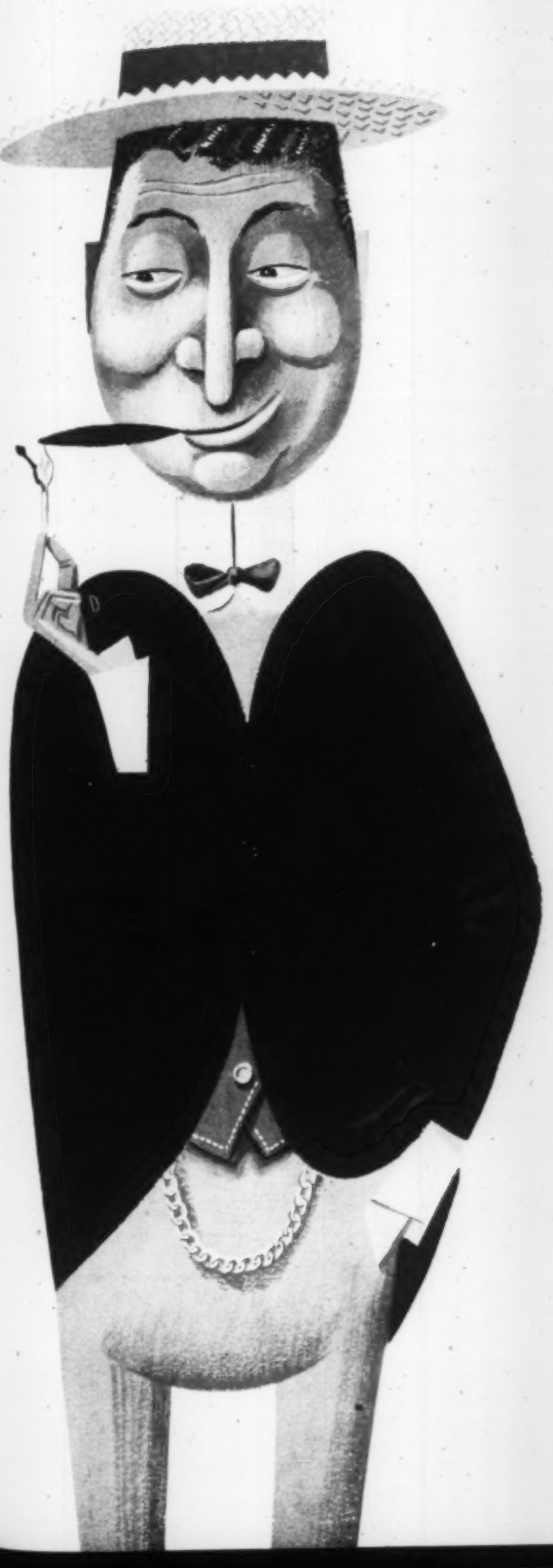
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address:
P. O. Box 500, Hackensack, N. J.
In Canada:
WALTER P. DOWNS, Ltd., Dominion Square Building, Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

ALL SERIOUSNESS ASIDE—IT'S

the Henry Morgan Show

FRED CHANCE



. . . proving there's no better way to die than laughing at happy Henry Morgan, back on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

MORGAN'S CREW

. . . GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What *is* this? Give me a stick so I can beat it to death!"

. . . LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

. . . PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything —everything but a full-time sponsor who won't flinch when his sales go up like a jack-in-the-box.

an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of the many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.

DISK RECORDER

For Lip Synchronous

STANDARD AND MICROGROOVE RECORDING

FAIRCHILD STUDIO RECORDER, UNIT 523

- **Continuous variation of pitch** from 80 to over 500 lines per inch.
- **Instant variation of pitch** with only one feed screw and the Fairchild precision selector.
- **Ability to change pitch while in operation increases dynamic range.**
- **Visible armature in the Fairchild cutterhead** permits easy and accurate alignment for high recording level—without distortion.
- **Absolute synchronism for use with sound on film dubbing.**
- **Velvet smooth direct to center turntable gear drive**—eliminates slippage, musical pitch change and insures positive timing of program material.
- **Laboratory quality microscope with adjustable light** for visual examination of the groove side walls.
- **Vernier control of depth and angle of cut**—adjustable during recording.
- **Precision recording—simplified operation.**

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICROGROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit — FAIRCHILD.

SOUND EQUIPMENT

The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

FRE Fairchild
RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Management

EARL C. PAGE has resigned as manager of WGLN Glens Falls, N. Y., to take over a station in Front Royal Va. **BILL KROUGH,** formerly program director of WGLN, has been promoted to manager.

WALTER KLINE has been named general manager of KAND Corsicana, Tex.

JAMES M. LeGATE, general manager of WIOD Miami, Fla., has been elected to board of directors of Miami Rotary Club. Mr. LeGate, past president of club, will be serving his fourth year on board.

W. H. GOAN, manager of WAYS Charlotte, N. C., is the father of a boy.

DIERRELL HAMM, manager of KANE New Iberia, La., has been awarded the Distinguished Award by U. S. Junior Chamber of Commerce as "Outstanding Young Man of the Year" in city of New Iberia, La.

TALL CORN GROUP

To Welcome 15th Member

THE IOWA Tall Corn Network of 14 stations is preparing a special program for a new member, KCRI Cedar Rapids (250 w fulltime on 1450 kc), slated to go on the air April 17.

The network April 4 launched a new quiz program, *Play Safe,* in cooperation with the National Safety Council. Prizes of $13,000 are to be given away during first 13 weeks.

At a meeting held March 23 in Des Moines the network unanimously re-elected George W. Webber manager and decided to broadcast baseball again this season. Network maintains sales headquarters at 407 Fifth Ave., Des Moines, and is represented in Chicago and New York by Everett-McKinney.

Member stations are: KSWI Council Bluffs, KROS Clinton, KSIB Creston, KSTT Davenport, KDEC Decorah, KWDM De Moines, KDTH Dubuque, KVF Fort Dodge, KOKX Keokuk, KF Marshalltown, KICM Mason Cit KWPC Muscatine, KICD Spence and KAYX Waterloo.

THREE PROMOTED

At KXOA KXOB KXOC

MANAGEMENT changes involv ing KXOA Sacramento, KXOB Stockton and KXOC Chico, Calif. have been announced by Lincoln Dellar, president of the three stations.

Morton Sidley, manager of KXOA, has been appointed vice president and director of sales for the three stations. Herbert N Ferguson, manager of KXOB, has been named vice president and manager of KXOA and KXOB while Keith Pinion, KXOB accoun executive, has been promoted to assistant manager of that station.

The appointments were made Mr. Dellar said, to "effect a close executive coordination among the three stations" and to allow him more time to devote to expansion problems of the three-station operation.

Mr. Sidley has been with KXOA since 1945. He previously was with KSFO San Francisco as sale manager. Mr. Ferguson entered radio in 1944 with KFRE Fresn joining KXOB when it was opened in 1947. Mr. Pinion also has bee with KXOB since its inception.

Mr. Sidley

Mr. Ferguso

Mr. Ferguson will make h headquarters in Sacramento, dividing his time between there a Stockton.

"VIC" DIEHM SAYS:

Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

GALLAGHER—O'BRIEN

ELECTRIC COMPANY INC.

712 N. State St. DElaware 7-0460

CHICAGO 10, ILL.

ELECTRICAL CONTRACTING ENGINEERS

Electrical Contractors

for

WENR-TV

AVAILABLE THROUGHOUT MIDDLEWEST

Commercial

HENRY SEAY has returned to WOL Washington's commercial department after 2½ year absence from radio. Mr. Seay first joined station in 1931 when it was under management of **WILLIAM B. DOLPH.** He was with station for 16 years, leaving in 1947 to enter real estate business; his return renews an affiliation with the Cowles organization, owner of WOL.

BILL SINOR, former assistant manager and commercial manager of KOPP Ogden, Utah, has joined KGVO Missoula, Mont., as commercial manager.

NOEL C. BREAULT, formerly with WFCI Providence, R. I., has joined WNOC Norwich, Conn., as sales manager. **JACK PURRINGTON,** program director, has been promoted to sales post.

WSNY Schenectady, N. Y., has appointed **Adam J. Young Jr. Inc.,** New York, as its representative. Appointment is effective April 15.

CHARLES M. SCHOOFF, former president of his own publicity firm, has joined sales staff of WCFL, Chicago Federation of Labor station.

LAWRENCE C. BUSKETT, account executive for KMPC Hollywood for past three and one-half years, has been appointed assistant sales manager in charge of local sales.

Mr. Buskett

HAROLD WOOLLEY, account executive, KEEN San Jose, Calif., and Anna Arrowsmith have announced their marriage.

DON CHRISTOPHER, formerly with KVOC Casper, Wyo., as sales manager, has joined sales staff of KEEN San Jose, Calif.

EDWARD D. BRANDT, formerly with WNCA Ashville, N. C., has joined WLOS Ashevillle as commercial manager. WLOS became an ABC affiliate April 1.

JOSEPH PORTER, formerly with WMTR Morristown, N. J., has joined sales staff of WTTM Trenton, N. J.

WASK Lafayette and **WIMS Michigan City,** Ind., have appointed **Robert S. Keller Inc.,** New York, as national representative.

JOHN McENIRY has joined sales staff of KLZ Denver.

LYLE W. HALL, formerly of Chicago and with sales staff of WJJW-FM Wyandotte, Mich., has joined sales staff of WJBL Detroit.

KCBQ San Diego has appointed **George P. Hollingbery Co.,** Chicago as exclusive representative.

JIM PAUL, formerly account executive with McCann-Erickson, has joined sales staff of WCCO Minneapolis.

Mr. Paul

HENRY R. POSTER, former salesman with Thomas B. Noble Assoc., advertising art firm, and variously associated with the Biow Co., Mutual network, ABC and WNEW New York, has joined Headley-Reed Co., New York, station representative, as salesman.

TOM DAISLEY, formerly with WNOK Columbia, S. C., has joined sales staff of WIS Columbia.

MRS. ISABELLA LOGAN has rejoined NBC Hollywood in sales traffic department, replacing **ELIZABETH FRAZER** who is on four months leave of absence in Europe. Mrs. Logan was at one time secretary to **LEWIS S. FROST,** assistant to NBC Western Division vice president.

WEED & Co., station representative, has moved to new Hollywood offices at 6331 Hollywood Blvd. Telephone is Hillside 8611.

HERB GRIFFITH of WOL Washington sales department is the father of a boy, Herbert Merriweather III.

PAUL E. GILMOR, sales manager at WHBC Canton, Ohio, is the father of a girl, Mary Elizabeth.

WMIT Extends Time

WMIT (FM) Charlotte, N. C., extended its daily operating schedule, effective April 3. Station now operates 10 hours and 15 minutes daily, from 12 noon to 10:15 p.m. Owned by Gordon Gray, president of the Piedmont Publishing Co. (WSJS), Winston-Salem, and Assistant Secretary of the Army, WMIT operates on Channel 295 (106.9 mc). Harold Essex, managing director of WSJS, is WMIT general manager; John M. Dunnagan is Charlotte studio manager.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!
Network Shows Use it!
Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.
Write for full facts today!

New "650"
Response ±2.5 db,
40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.........$150

Electro-Voice INC., BUCHANAN, MICH.
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

New "645"
Response ±2.5 db,
40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.........$100

The "635"
Response ±2.5 db,
60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price..........$60

CHICAGO AUDIENCE FACTS

Sunday
9:00 to 12:00 AM

WIND	19.4%
Network A	12.5%
Network B	12.4%
Network C	10.1%
Network D	7.9%

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

NOW record your programs by the sensational new COLUMBIA Lp Microgroove Method and save money!

Our Complete Facilities for Recording, Processing and Pressing by the new Microgroove Method offer these important advantages:

Greater Economy!

★ Substantially Lower Cost Per Record
★ More Program Time Per 12" Disc than on Present 16" Record
★ Lower Shipping Costs

Greater Convenience!

★ Easier to Handle ★ Saves Storage Space
12" Record Plays 20 minutes, each side
10" Record Plays 13 minutes, each side
Full Columbia Transcription Quality Throughout

Years of collaboration by Columbia research and engineering experts have produced the greatest advance in recording in years! See and hear this amazing new development before you plan your next transcription series!

PROMPT SERVICE AND DELIVERY

Columbia Transcriptions
WESTERN UNION

CALL, WRITE, WIRE

LP
COLUMBIA

Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Ⓛ Trade Mark

New York: 799 Seventh Ave., Circle 5-7300
Los Angeles: 8723 Alden Drive, Bradshaw 2-2759
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

We'll be at the NAB Convention, Stevens Hotel, Room 532A

AM · FM · TELEVISION
TOWERS

Erection detail of 490′
AM - FM - TV tower for
WAZL — Hazleton, Pa.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C.
PLANT NORTH WALES, PA.

News

WALTER E. HEULLE, former member of Westchester County Publishers News Bureau, has joined WOR New York's news department writing staff. Mr. Heulle replaces **ROBERT O'CONNOR** who was appointed director of sports for WOR-TV.

JAMES FLEMING, former CBS war correspondent, and more recently attache of Economic Cooperation Administration, has joined NBC's news staff.

VICTOR KOPP, former disc jockey in Pocatello, Idaho, has joined KXOB Stockton, Calif., as news editor.

URSULA M. HALLORAN, formerly in advertising department of Gimbels, Pittsburgh, has joined NBC as assistant trade editor of press department.

JOHN B. BAKER Jr. has joined WHBC Canton, Ohio, as assistant news editor. He will do three newscasts Mon.-Fri.

JOHN McDONALD, farm director for WSM Nashville, Tenn., has been appointed member of Tennessee Citizens 4-H Club Leadership Committee.

MARIE STACK, CBS television news assignment editor and **ARTHUR BONNOR**, formerly of CBS news staff, now with WOR New York, have announced their marriage.

PEARSON SUED

$300,000 Asked

DAMAGES of $300,000 from Commentator Drew Pearson have been asked by Attorney General Fred N. Howser of California in a suit filed in District Court in the District of Columbia. The commentator was charged with making "untrue, false and defamatory statements" to discredit Mr. Howser.

It was charged in the suit that Mr. Pearson in a broadcast had made certain statements linking Mr. Howser with gambling. If he is successful in the suit, Mr. Howser said, all money awarded, except court costs and lawyer's fees, will go to charity.

WILM ELECTION

Announcers, Others Involved

A THREE-MEMBER panel of the National Labor Relations Board last Thursday directed the Delaware Broadcasting Co., operating WILM Wilmington, Del., to hold a secret ballot election within 30 days to determine whether or not the station's staff announcers, news editor, assistant news editor, women's program director and salesmen-announcers wish to be represented by the Philadelphia local of the American Federation of Radio Artists (AFL).

The panel, including John M. Houston, James J. Reynolds Jr. and Abe Murdock, ruled in favor of AFRA in excluding WILM's program director, Francis X. Gallagher, from the unit eligible to vote in the election. AFRA's contention that Mr. Gallagher holds a supervisory position was upheld.

The NLRB panel, affirming rulings previously issued by an NLRB trial examiner, decided in favor of WILM on the matter of whether or not News Editor William P. Frank and three salesmen-announcers, James King, Chauncey Eanes Jr. and Jackson Lee, should be included in the unit eligible to vote.

CANCER SOCIETY

Radio's Donation Estimated

TIME and talent contribution by radio and television for American Cancer Society's 1949 drive total $14,500,000, Walter King, ACS radio director, announced April 1. Transcriptions featuring top talent and live talent scripts totaling more than five and one-half hours of radio time have been sent to all stations. Network shows totaling two and one-quarter hours are scheduled plus three hours of network announcements.

For video, special shorts, totaling 17 minutes, are scheduled for local telecasts and a one-hour network review has been prepared. Television spot time using ACS kits will be used, but total time is not yet estimated.

NEVER A NEED
FOR A "CONFERENCE"
TO MAKE THIS CHOICE
In Memphis it's always a clear-cut case for
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO
Represented by
RADIO REPRESENTATIVES, INC.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

April 1, 1949

To the PRESS and RADIO:

Subject: THE RAILROADS' FUTURE

Newspaper and radio people frequently ask about the future of our railroads -- what the railroads will be like in the years ahead, and where they will fit into the transportation picture.

Prophecy is a risky business at best, but of one thing we can be certain: we shall always have railroads. We shall have them because only in trains of cars on tracks is it possible, or will it be possible, to produce mass transportation with the necessary economy in manpower, materials and mechanical power.

There is no question that the population of the United States will continue to grow, and this will mean increased demand for transportation service. To meet this greater demand, the railroads will grow in strength and capacity.

The railroads of the future will be better physically than the railroads of today, just as today's railroads are better than those of yesterday.

The real uncertainty is whether the railroads will be able to take in enough money to meet costs and at the same time produce a reasonable rate of return on net investment, which is so essential if we are to continue to have the sort of railroads this country needs to carry its commerce and serve it in defense.

Railroad revenues depend on two things: traffic and rates. First of all, there must be a sufficient volume of business for the railroads to handle. But regardless of the volume of traffic, revenues will not be adequate unless the rates are compensatory.

Sincerely yours,

William T. Faricy

Allied Arts

RAY RICE, publicity director for past four years of Raytheon Mfg. Co., New York, has resigned to open his own publicity office. Mr. Rice will retain his present staff, taking over space now occupied by Raytheon's publicity department at 60 E. 42nd St., and will handle company's publicity on an account basis.

J. O. WILSON and **WALLACE SWANSON** have joined Florez Inc., Detroit promotional and training specialists. Mr. Wilson as senior account executive, and Mr. Swanson as member of editorial staff.

WILBUR S. HINMAN Jr., deputy chief of Ordinance Development Lab. of National Bureau of Standards, has been appointed assistant chief of Bureau's Electronics Division.

DAVID J. ATCHISON, former farm radio editor at NBC's Central Division, has been named assistant director of public relations for American Medical Assn., Chicago, after working as associate editor of *Nowadays* magazine.

GEORGE W. SLADE, who has been assistant director of Lowell Institute Cooperative Broadcasting Council since Dec. 1, 1946, has resigned [BROADCASTING, March 28], to become director of public information for United Prison Assn. of Massachusetts.

Equipment

A. H. NICOLL, president of Graybar Electric Co., New York, has been elected president of New York Rotary Club. Mr. Nicoll will take office May 5.

PAUL P. SMITH has been appointed renewal sales representative of Sylvania Electric Products Inc., New York.

PHILCO Corp., Philadelphia, has announced immediate delivery on an indoor television aerial which can be placed anywhere in a room and is completely adjustable as to channel and direction. Aerial is priced at $6.95.

ELECTROVOX Co., East Orange, N. J., has announced removal of its factory and general office to 60 Franklin St., East Orange. Telephone: Or. 4-1060-1-2.

Television

SAUL REISS has joined television department of United World Films, New York, as sales representative and sponsor and agency contact.

JERRY FREEDMAN, formerly with Southern Television Productions, has joined Video Events Inc., New York.

IMPRO Inc., Los Angeles, has announced that first of series of 52 twelve minute 16mm television films, *Artists and Their Models*, has been completed. Series will be leased to sponsors, with price to range from $75 to $125 each according to number of television sets in given area.

CINEVISION PRODUCTIONS, Los Angeles, has announced production of first in 13-week series of 14-minute television films, *Adventure in Arizona*.

FRENCH NETWORK

For N. America Planned

PLANS for the creation of a new network, a purely symbolic one, were revealed last Tuesday by Pierre Crenesse, director of the French Broadcasting System in North America. Uniting all of the 200 stations which regularly broadcast Radio Diffusion Francaise programs (transcribed in France in the English language and distributed to North American stations), the "Inter-National Goodwill Network" is to have no formal organizational or financial set-up. Members will receive special certificates signed by Director General Vladimir Proche of Radio Diffusion Television Francaise in Paris.

One half hour—11:45 a.m. to 12:45 p.m.—has been placed at the disposal of the new network by Radio Diffusion in Paris, and member stations, both commercial and college outlets, are requested to submit programs, transcribed in French, for broadcast from Paris over the French system. Programs should range, Mr. Crenesse said, from five to 30 minutes in length, and should illustrate some aspect of American life. Interviews with farmers, factory workers, students, were suggested to build "better understanding and good will . . . and to put people of these nations in direct contact with each other." Transcriptions should be sent to the French Broadcasting System, 934 Fifth Ave., New York.

AAAA CHAPTER

New Chesapeake Group Forms

AMERICAN Assn. of Advertising Agencies last Wednesday announced the formation of the Chesapeake Chapter. New group will include the ten offices of AAAA member agencies in Baltimore, Washington and Richmond.

The new chapter is an expansion of the former Baltimore group which voted the change at its recent annual meeting. The following were elected as officers:

Chairman, Theodore A. Newhoff, Theodore A. Newhoff Advertising Agency; vice chairman, Sidney Levyne, S. A. Levyne Co.; secretary-treasurer, Fred J. Hatch, McManus, John & Adams Inc., governors: Joseph Katz, Joseph Katz Co.; Wilbur Vansant, Vansant, Dugdale & Co. Inc., all are of Baltimore.

WHBF-FM Ups Power

POWER increase from 3.6 kw to 35 kw at WHBF-FM Rock Island, Ill., was announced last week by General Manager Les Johnson after installation of a 10 kw FM transmitter. The station, on the air since October 1947, broadcasts 8 a.m.-10:15 p.m. seven days weekly.

For Years, the Favorite
from Coast to Coast...

George A. Starbird
MICROPHONE BOOMS & STANDS

Here's why Starbird Microphone Booms and Stands are used in nearly every leading broadcast station in the country—

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads—plus heavy cast iron base to insure steadiness.

Write for Descriptive Literature

Built to Give Years of Dependable Service... and to reduce set-up time.

HORIZONTAL EXTENSION
4 FT. MIN.
8 FT. MAX.

VERTICAL
5 FT. MIN.
9 FT. MAX.

BUILT-IN AIR VALVE CUSHIONS DESCENT OF VERTICAL SHAFT

MELETRON CORPORATION
950 North Highland Avenue, Los Angeles 38, California

MANUFACTURERS OF GEORGE A. STARBIRD EQUIPMENT

1560
PEORIA'S NBC STATION
WEEK
TUSCON
RADIO ALBUM
WKBB
1490 ON YOUR D
DUBUQUE, IOWA
Radio Albu
WARD
1490 on your Dia
CBS Affiliate
Johnstown, Pennsyl
25th ANNIVERSARY
WBNS
entertaining the triple cities
ENDICOTT • BINGHAMTON • JOHNSON CITY
WDSU
NEW ORLEANS
DETROIT
Market and
*SCRanton's "One G
WTO
Radio Album
TOLEDO, OHIO
ON YOUR DIAL
PENNSYLVANIA
AMERICAN RADIO PUBLICATIONS

Tailored RADIO PICTURE ALBUMS FOR YOUR STATION— AT NO COST TO YOU...

Let folks *see* your station and staff through these colorful, beautifully-prepared albums —"tailor-made" to be distributed throughout your broadcast area . . . at no cost to you or your listeners. Available to only one station in any city. Proven to build listeners . . . new accounts . . . added revenue.

AT THE CONVENTION

Enjoy a free scenic ride over Chicago in our company NAVION plane the *"Gray Goose"* from Chicago's new lake front airport, 5 minutes from the Stevens. We also invite you to drop in and see us at our suite in the Stevens Hotel.

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Write for full details, visit us at the Convention, or phone us now — 4-3262

WILK SURVEY

Stresses 'Underserved' Area

WILK Wilkes-Barre, Pa., has told FCC that 540 kc with 50 kw is the "only possible" assignment available to provide primary service to some 523,470 presently "unserved" persons in the Wilkes-Barre-Scranton area.

The engineering study, originally prepared in December 1947, was submitted in response to FCC requests for comments on its proposal that use of 540 kc be limited to 1 kw generally and prohibited altogether within 25 miles of more than 200 named military installations.

WILK conceded that its proposal "does not fall within the limitations suggested" by FCC. However, the station said, the Wilkes-Barre-Scranton area "is one of the most under-served metropolitan districts" in the Northeast. Use of 540 kc with 50 kw, WILK claimed, "would provide a primary service to a 'white area' consisting of 523,470 people." In addition, service would be provided to 345,806 who receive primary service from other stations, it was pointed out.

WILK, currently on 1450 kc with 250 w but seeking 980 kc with 5 kw day 1 kw night, said it "has sought a means for well over a year" to provide service throughout that area. The station said it considered Baltimore and Pittsburgh the only other large metropolitan areas where 540 kc could be used in the Northeast and pointed out that both cities already have Class 1 stations.

$12.7 Million Net

NET PROFIT of $12,721,610 for 1948 has been reported by Sterling Drug Inc., which also announced its 16th annual consecutive sales increase.

Sales of $134,276,862 were reported in 1948, an increase of $3,621,552 over 1947. The 1948 net profit was slightly higher than that for 1947, which was $12,058,903.

EDUCATION

Greater Radio Use Urged

CHARLES A. SIEPMAN, chairman of the New York U. department of communications and author of the FCC's famed Blue Book, delivered a key address at the 38th annual Schoolmen's Week of the U. of Pennsylvania on March 30. He urged schoolmen to exploit the educational possibilities in radio and television.

"But," Mr. Siepman said, "the teachers of the country have not taken advantage of [radios'] opportunity, and educational institutions have not taken over the places allocated to them on the FM band of frequencies. We cannot expect the FCC to reserve this air space indefinitely." Mr. Siepman said he was "not opposed to adventure serials of the 'cliff-hanger' type for children," but added "we are interested in exactly why children like to listen to that kind of program because then we could apply the technique to something sensible."

Technical

C. **EDWIN REED** has been named film studio technical director at NBC Chicago's video engineering department and **FRANK C. SCHNEPPER** has been transferred to TV division from AM engineering field staff.

CLARENCE L. TOUW, formerly chief engineer at KICD Spencer, Iowa, has joined KGVO Missoula, Mont., in same capacity. **ARTHUR D. DAHL**, formerly of KMHK Mitchell, S. D., has joined station as chief operator.

FRANCIS DUBOSE has been appointed chief studio control operator at WIS Columbia, S. C., replacing **ED HODGENS** who has been assigned to transmitter.

TNT Radio Measurements Co. (consulting radio engineers) moving to larger quarters at 1228 E. Compton Blvd., Compton, Calif. Phone is Nevada 63170. Principals are **JAY E. TAPP** and **RAYMOND B. TORIAN**.

I. A. MARTINO, chief engineer of WDRC Hartford, Conn., has returned to his desk after a long illness. Mr. Martino has been with station for more than 25 years.

Turntable

RADIO FEATURES, Chicago, has appointed Charles Bell Jr. of Nolan & Twichell, Albany, N. Y., as New York state sales representative.

FREDERIC W. ZIV Co., Cincinnati, has announced that Adolph Menjou and his wife, Verree Teasdale, are recording series of informal discussions, titled *Meet the Menjous*, for company. Firm announced that WOR New York has contracted for the open-end transcriptions for 52 weeks, effective April 25.

C. G. (Tiny) RENIER has resigned as national sales manager of Des Autels & Graham, Hollywood program packager. He has announced no future plans.

SESAC

TRANSCRIBED LIBRARY SERVICE

The Greatest Value Ever Offered

An expanded full-size library of matchless selections
gilt-edged in quality and presentation

Come to Suite 553A
Hotel Stevens, Chicago

LISTEN TO OUR NEW SUPERB RECORDINGS

HEAR ABOUT OUR NEW TOP-NOTCH CONTINUITY SCRIPT DIVISION

SESAC Inc. 475 Fifth Avenue, New York 17, N. Y.

THE BEST MUSIC SESAC IN AMERICA

CHICAGO AUDIENCE FACTS

Monday thru Friday
3:00 to 5:00 PM
Network A.....26%
Network B.....19%
WIND......10%
Network C..... 7%
Network D..... 6%

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

Memo to Editors

COAL MINE OPERATORS
IN SEARCH OF HIGHLY TRAINED PERSONNEL

So rapid and extensive has been the process of mechanizing U. S. bituminous coal mines, that it multiplies the industry's needs for skilled engineers and trained mine machine operators.

To meet this need, the bituminous coal industry, working through its national association, is developing a complete over-all program to interest young men, including the sons of miners, in electing coal mining either as an engineering career, or as a good lifetime job at better than average pay.

At the college level, Maurice D. Cooper, director of the industry's mining training program, has recently completed a survey of the 165 American colleges and universities offering engineering degrees. Thirty-three are awarding degrees in mining engineering and of these, 17 are offering degrees in coal mining engineering.

"Obviously, this indicates no great demand on the part of college engineering students for courses in this field," says Henry C. Woods, Chairman of the industry's Committee on Engineering Education, "nor are the scholarships now offered by many coal operators sufficient to attract ambitious young men." As a first step in correcting this condition, Mr. Woods points out, more operators must follow the example set by a few companies and offer part-time and vacation employment at good pay to coal mining engineering students.

At the high school level, Mr. Woods urges that coal operators encourage school officials in mining areas to focus the attention of high school boys on coal mining as a good wage-earning job. In many cases operators are cooperating in the introduction of vocational training courses in practical mining procedures. In Illinois, operators are financing literature and other informative material on modern coal mining for high schools. They are also providing an annual week-long seminar for from 30 to 40 high school principals with all expenses paid, in order to create interest in directing high school students into mechanized coal mining.

The necessity of getting the right *trained* man for each specialized responsibility and each mechanized job is something to which the more progressive operators are keenly alive. It is a sound way to protect the industry's investment in its billion-dollar improvement program.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

Promotion

TELEVISION set, offered as prize by Red Blanchard of KPRO Riverside, Calif., on his daily, 4-5:15 p.m. disc show, has caused a minor upheaval in that city. Mr Blanchard conducted an old-fashioned scavenger hunt—the television set as prize. For an hour and fifteen minutes youngsters in area sat glued to their radios, for Mr. Blanchard strung his clues throughout show. The minute it was over they swarmed forth in search of the objects. They raked the town dump, raided the neighbor's attics and nearly razed buildings to gather such objects as sardine can keys, and fertilizer sacks. Contest closed on April Fool's Day, but while it was running it created such a stir that the Los Angeles *Mirror* carried its story in Fred Beck's "What Next?" column. KPRO has sent copies of column to advertisers and agencies. On sheet on which column is printed are station statistics.

'Case History'

"CASE HISTORY" of a program promotion stunt is WIS Columbia, S. C.'s theme for its latest promotion piece. Station ran a "Name the Puppy" contest on its *Wanda and John* early morning (6:45-7 a.m.) show. Resulting promotion piece lists details of contest such as, program, time and day, sponsor, product, idea, plan, rules, run and results, under the musical banner "Where, Oh Where Has My Little Dog Gone?"

'See Yourself on Television'

DURING Home and Food Show in Davenport, Iowa, WOC-TV Davenport set up its mobile television unit, with invitation to guests to "See Yourself on Television." In addition to practical demonstration, station distributed brochure explaining television questions generally asked by viewers. And to complete its participation, WOC originated schedule of news broadcasts and musical programs from Home and Food Show booth.

'Who Is Friendly Mike?'

TO CONTINUE its promotion campaign to increase use of FM sets in Indiana, WCSI(FM) Columbus, is conducting "Who Is Friendly Mike?" campaign. "Friendly Mike" is slogan used by WCSI. Hollywood star has cut clues to his identity, and local merchants have contributed prizes to back campaign. Only persons with FM sets are permitted to enter contest.

Getting Acquainted

KTED Laguna Beach, Calif., scheduled to take air latter part of this month, is really playing "good neighbor" to Laguna's citizens. Whenever a member of station's staff observes parked car with red violation flag showing on parking meter, two pennies are inserted in meter, and following card placed on car's windshield: "Hello There! —In passing by your automobile we noticed the parking meter violation. Please accept, courtesy of . . . KTED, the additional 24 minutes we metered for you. Remember . . . for the best in music, news, sports, and public service . . . it will soon be . . . KTED . . ."

Call Letter Identification

IN CONNECTION with changing its call letters from KQW to KCBS San Francisco, station has appointed McCann-Erickson, San Francisco, to handle promotion of new call. Initial campaign calls for 950 insertions of some 100 different advertisements in 30 Northern California newspapers. This newspaper campaign is in addition to an extensive radio campaign which the station used for a week preceding the change.

Timely Topic

BASEBALL theme characterizes WPEN Philadelphia's April program folder. Stadium is pictured with batter hitting over the fence seven black balls imprinted with: "Direct Listener Mail," "WPEN Picture Poster Boards," "WPEN Newspaper Ad," "WPEN Trolley Cards," "WPEN Car Cards," "WPEN Billboards" and "All WPEN Promotion Carries Product Identification Thus Providing Bonus Name Impressions for WPEN Advertisers." On the fence is this message: "In baseball, extra hitting power helps win games. In radio, extra selling power assures sales successes. . . ."

WABF (FM) 'Program Magazine'

COMPLETE magazine is published monthly by WABF (FM) New York for its listeners. *Program Magazine* carries complete listing of all programs, articles of interest to listeners, pictures and a letters to the editor column. Magazine sells for 20¢ per copy and $1.00 per year, and includes commercial advertisements.

Cooperative FM Promotion

GENERAL ELECTRIC Co., Syracuse, N. Y., has mailed to its radio distributors a brochure outlining a cooperative FM promotion plan. Brochure lists step-by-step procedure showing how FM stations, GE distributors and dealers can "work together for new profits in FM," using company's suggestions and promotional materials.

Personnel

MARYLIN MAYNE, formerly in promotion and public affairs office of KGO San Francisco, has been promoted to KGO publicity manager. She replaces **BILL THOMPSON,** resigned.

JACK RYAN, manager of NBC Chicago press department, has been elected to board of directors of Headline Club, Chicago chapter of Sigma Delta Chi, professional journalism fraternity.

BILL TRACEY, promotion manager at WSAZ Huntington, W. Va., has been elected to membership of publicity and public relations committee for Ironton, Ohio, Centennial.

EVERYBODY'S TALKING ABOUT THE FOREIGN LANGUAGE LEADERSHIP IN NEW YORK OF

WHOM

"THE IL PROGRESSO STATION"

5000 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today **WHOM** and its $250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, **WHOM** became one of a handful of top foreign language stations."
NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, **WHOM** has risen to the status of one of the foremost foreign language outlets in the country."
BROADCASTING, December 27, 1948

"**WHOM** is the foremost foreign talk operation in the country."
BEN GROSS, N. Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN

ITALIAN
POLISH
JEWISH
GERMAN
SPANISH

plus

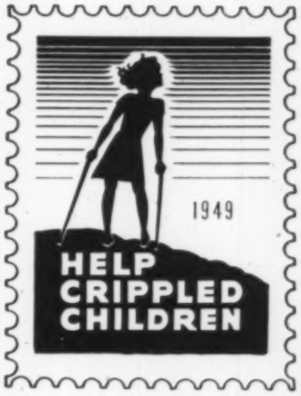
THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.

1480 ON YOUR DIAL
WHOM

136 West 52nd Street, New York 19, N. Y.
CIrcle 6-3900

GENEROSO POPE, *President* FORTUNE POPE, *General Manager*

Help them to help themselves



Every Easter Seal You Buy Helps a Crippled Child

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help *themselves* to lead useful, happy lives. This year, why not buy *more* Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 South La Salle Street, Chicago 3, Illinois

AMAZING DELIVERY!

WIBG
has a remarkable
record of delivering *results!*
Only *proved* selling power
can keep bringing back
sponsors year after year . . .

WIBG
10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

FOR THE

7TH

STRAIGHT
YEAR

BROADCASTING ALL
HOME GAMES OF THE

ATHLETICS
and
PHILLIES

SPONSORED BY
THE ATLANTIC REFINING COMPANY
AND
SUPPLEE-WILLS-JONES (SEALTEST)

DIAL
990

Represented by
ADAM J. YOUNG
INC.

Production

CARROLL REYNOLDS, formerly MBS announcer-producer in Chicago, has been appointed production manager and night news editor at WIOU Kokomo, Ind.

STEVE McCORMICK has been appointed program manager of WOL Washington, effective today (April 11). He replaces **LANSING LINDQUIST,** resigned [BROADCASTING, March 28]. Mr. McCormick has been with WOL since 1935, serving as chief announcer, production manager, and since January as news editor. He is well known as Mutual's presidential announcer. **LARRY FROMER,** WOL's production supervisor, has been appointed producer of Mutual's *American Forum of the Air,* which originates from Washington's Shoreham Hotel under sponsorship of Universal Carloading.

Mr. McCormick

CHARLES VAUGHAN, formerly floor producer at WLWT (TV) Cincinnati, has been appointed junior producer at WLWD (TV) Dayton, Ohio.

ROBERT W. MENEFEE, former program director at WSLS Roanoke, Va., has joined announcing staff of WIP Philadelphia.

PENNY HITCHCOCK has been appointed women's director of WGLN Glens Falls, N. Y.

ROGER KRUPP, formerly staff announcer with ABC, NBC and CBS New York, has joined WTVJ (TV) Miami, Fla.

ROBERT L. SILVERBERG, chief announcer at WNOC Norwich, Conn., has been promoted to program director. **AUDREY K. ALLEN** has joined station to handle traffic and *Strictly for Women* program. **CARTER CLEMENTS** has joined WNOC as announcer.

OPIE CATES has joined CBS *Lum 'n' Abner* show as musical director.

CHARLES MOUNTAIN, Chicago radio actor, has joined announcing staff at NBC's Central Division.

JAY TROMPETER has joined announcing staff of WMOR (FM) Chicago. He was previously with WCFL and NBC Chicago and during war was manager of WXLN Nome, Alaska.

JEAN HERSHOLT, star of CBS *Dr. Christian* show, received citation April 6 on that show from **Dallas Health** Museum for program's "contribution to promoting confidence in the family doctor."

CHET GAYLORD, formerly with WBZ Boston, has joined WNEB Worcester, Mass., where he will conduct Mon.-Sat., 10-10:30 a.m. program.

JIM THOMAS has joined announcing staff of WSB Atlanta. He was formerly with WOPI Bristol, Tenn.; KRIS Corpus Christi, Tex., and WCYB Bristol, Va.

MARY WILSON has joined WTTM Trenton, N. J., as director of women's activities.

SID LASHER, veteran radio man, with WAGA Atlanta, Ga., since August 1947, has been appointed chief announcer at WAGA-TV.

Mr. Lasher

LEX BOYD, announcer at KROW Oakland-San Francisco, and Nyla Ruth Carroll have announced their marriage.

DON BRINKLEY, former television director at Earle Ludgin Agency, Chicago, has joined WBBM Chicago, as assistant program director.

MARION GIESEY, formerly with J. Grant Co., Pittsburgh agency, has joined WWSW Pittsburgh, as continuity chief.

HAL GREEN and **ED LITTLE** have joined announcing staff of WEBR Buffalo, N. Y.

FRED PARSONS, formerly announcer at WSB Atlanta, has joined announcing staff of WLW Cincinnati.

JAY RUSSELL, formerly with WWBZ Vineland, N. J., as continuity writer and disc jockey, has joined WNBZ Saranac Lake, N. Y., as program director and script chief.

Mr. Russell

"UNCLE" BILL JENKINS, formerly with WTOP Washington, has joined WEAM Arlington, Va.

ALAN NEWCOMB, formerly with WNCA Ashville, N. C., has joined announcing staff of WIS Columbia, S. C.

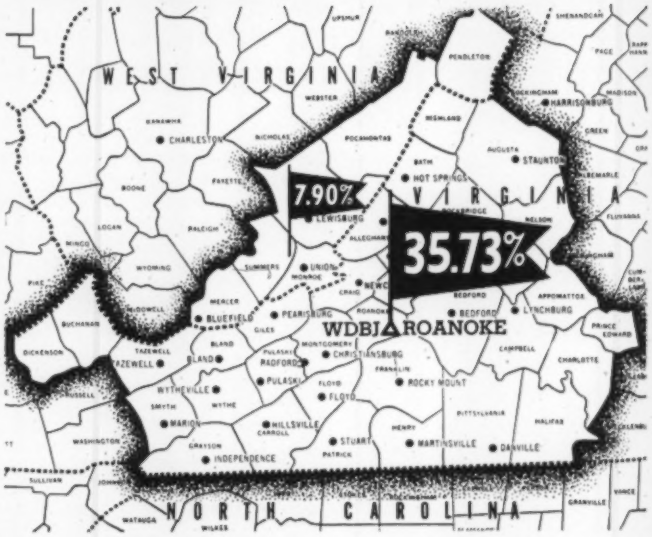
HARRY CREIGHTON, WGN Chicago announcer since 1943, moves to WGN-TV where he will work with **JACK BRICKHOUSE,** sports service manager, in narrating Chicago Cubs and White Sox baseball telecasts.

ERNIE DURHAM, who conducts nightly "bop" show on WONS Hartford, Conn., has been appointed managing editor of New England *Bulletin,* weekly Negro newspaper.

MARION REPENTER has joined WVET Rochester, N. Y., copy department. Prior to joining WVET, Miss Repenter was with program department of WHAM Rochester.

EMERSON BUCKLEY, associate music director at WOR New York, is the father of a boy.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



The market in WDBJ's total BMB coverage area represents 35.73% of Virginia's *total buying power.* (And 7.90% of West Virginia's).

In 50% or better BMB coverage WDBJ sells to 23.7% of Virginia's buying power. **Ask Free & Peters!**

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives

FINAL DECISIONS

Grants 4 Proposed, One Reversed

EFFECTUATING four proposed decisions and reversing another, FCC last week handed down final decisions granting:

- **All-Oklahoma Broadcasting Co.'s application for a new station at Tulsa using 740 kc with 50 kw day and 10 kw night, directionalized fulltime.**
- **KPHO Phoenix's application for 910 kc with 5 kw in lieu of its present 1230 kc with 250 w.**
- **Booth Radio Stations Inc.'s application for a new station at Saginaw, Mich., on 790 kc with 1 kw, directionalized fulltime.**
- **Lockport Union-Sun & Journal Inc.'s application for a new 250 w station on 1340 kc at Lockport, N. Y.**
- **White River Valley Broadcasters' application for a new station at Batesville, Ark., also on 1340 kc with 250 w.**

Mutually exclusive applications in all five cases were denied.

In the Saginaw case, FCC denied a petition filed by WKNX Saginaw charging that Booth Radio had recently filed an application for Grand Rapids for the purpose of (a) delaying action on a mutually exclusive application previously filed by WKNX or (b) to put John L. Booth, owner of Booth Radio, in a better position to bargain for purchase of WKNX. WKNX asked that the record be reopened but FCC said it found nothing to indicate the Booth application was filed for any reason except "to secure a station" in Grand Rapids.

Mr. Booth had denied the WKNX charges and said he never seriously considered buying WKNX.

The Commission reversed its proposed decision in the Batesville case, where Batesville Broadcasting Co. had been given a tentative nod over White River Valley in the initial proposal [Broadcasting, Sept. 27, 1948].

The final decision to grant White River was based on FCC's conclusion that the diversity of interests represented in that company should outweigh Batesville Broadcasting's more extensive development of program plans and the more active role its owners planned to take in station affairs.

The reversal was viewed in some quarters as reaffirmation of FCC's policy of preferring non-newspaper applicants when other factors are generally equal. Batesville Broadcasting is controlled (51%) by the publisher of the only local daily. In oral argument Andrew W. Bennett, Washington attorney for White River, told FCC:

"If the Commission intends to abandon its newspaper policy, the proposed decision should be affirmed. On the other hand, if the newspaper policy is to be maintained, they should . . . reverse the proposed decision."

In the other cases, grants and denials were issued as contemplated in the proposed decisions. Denials went to:

KUOA Siloam Springs, Ark., which was competing with All-Oklahoma for 740 kc in lieu of its present 1290 kc with 5 kw, daytime only [Broadcasting, Feb. 28]; KRUX Glendale and Desert Broadcasting Co. of Phoenix, rivals of KPHO in the 910 kc case [Broadcasting, Oct. 11, 1948]; Federated Publications (licensee of WELL Battle Creek), which was seeking a new station at Lansing, and WSAM Saginaw (now on 1400 kc with 250 w) in the case won by Booth Radio [Broadcasting, July 26, 1948]; Niagara Broadcasting System of Niagara Falls and Great Lakes System of Buffalo in the case involving Lockport Union-Sun [Broadcasting, Jan. 24].

All-Oklahoma, grantee for the new Tulsa station, is headed by Sen. Robert S. Kerr (D-Okla.), president of WEEK Peoria, Ill. ABC affiliation is contemplated.

KPHO, which received a fulltime grant for 5 kw on 910 kc, also is affiliated with ABC. KRUX in that proceeding was seeking authority to move from Glendale to Phoenix in addition to its bid for 910 kc (KRUX is on 1340 kc with 250 w). In this connection the Commission reiterated the policy first expressed in its proposed decision:

> **. . . In a comparative proceeding such as this and in the absence of compelling reasons to the contrary, the existing station located in the community where improved facilities are sought and which has rendered a meritorious program service to that community and proposes an extension of such service, is to be preferred to an existing station which has operated in a contiguous city and now seeks improved facilities and to move its main studio to the former city.**

Comr. Frieda B. Hennock dissented, voting for KRUX.

In the Batesville case, Comr. Paul A. Walker voted for Batesville Broadcasting rather than White River. Comr. George E. Sterling took part in none of the decisions; Comr. E. M. Webster did not vote in the Batesville and Phoenix cases.

Ownership of the proposed grantees:

All-Oklahoma Broadcasting Co. — Most of the stock is owned by Sen. Kerr, former Oklahoma Governor, and several of his associates in the ownership of WEEK Peoria and in the oil and other businesses: Sen. Kerr 49%; D. A. McGee 12.25%; T. M. Kerr 11.34%; T. W. Fentem 5.67%; Dean Terrill 3.4%. Remaining stock is held by Elmer Hale (10%), who has minority interests in KMUS Muskogee and KIHN Hugo, Okla., and William R. Wallace (8.33%), who has 20% of KIHN.

Booth Radio Stations—Licensee of WJLB and WLOU (FM) Detriot and WBBC Flint; permittee for WBBC-FM Flint. Owned by John L. Booth. Affiliation with MBS is contemplated.

KPHO—Headed and controlled (51%) by Rex Schepp, veteran broadcaster. E. R. Borroff, Taylor, Borroff & Co., owns 10%. Tom Chauncey, Phoenix businessman and one-time manager of the station, owns 29%. This includes the 24% formerly held by Gene Autry, radio and film actor, who withdrew from KPHO after issuance of FCC's proposed decision. Under FCC rules, he was required to dispose of his KPHO interest when he acquired KOOL Phoenix.

Lockport Union-Sun & Journal—FM permittee (WUSJ) and publisher of "Union-Sun" and "Journal." Headed by Egbert D. Corson and controlled by himself (19.55%), his wife Katherine (21.96%) his sister Marjorie C. Kemble (46.5%), and his son Peter (2½%). Peter Corson is manager of WUSJ and will manage the AM station. Carl Raymond, who has been identified with stations in Buffalo and Schenectady and in Ohio and Massachusetts, will be assistant manager and program director.

White River Valley Broadcasters—Headed by Jared E. Trevathan, pub-

(Continued on page 172)

* More Stations Broadcast
HARRY. S. GOODMAN'S
Famous Prize Winning
Weather Forecast Jingles
Than any other open-end transcribed spot announcements
Available in both 15 and 30 second versions
Ask if your market is available—
Rooms 512-513 Stevens—NAB Convention

TV NEWS FLASH!
Weather forecast jingles are now ready for television.
See them in color.
NOW ON DISPLAY

HARRY S. GOODMAN RADIO PRODUCTIONS
19 E. 53rd Street, NYC

* Over 450 radio stations

THE
KMPC
LISTENING BOWL

• is the richest part of the rich california market!

POPULATION:
5,541,200

RADIO FAMILIES:
1,652,213

EFFECTIVE BUYING INCOME:
$7,226,477,400

To tap this "gold mine" KMPC offers 100 percent coverage of 8 Southern California Counties: Kern, Los Angeles, Orange, Riverside, Santa Barbara, San Bernardino, Ventura and San Diego.

KMPC is the only independent station in this area with sufficient power — 50,000 watts daytime, 10,000 watts nighttime — to support the above claim.

710 KC
KMPC

50,000 WATTS
10,000 WATTS nighttime

The Voice of Southern California

Paul H. Raymer Company,
National Representatives

A Service of Broadcasting Newsweekly

TELECASTING

APRIL 11, 1949

SMPE REORGANIZATION

Plans To Include TV

IMPACT of television held the spotlight at the 65th semi-annual convention of Society of Motion Picture Engineers in New York last week. Highlight was a proposal to take in television engineers as members and to change the name of the organization to Society of Motion Picture and Television Engineers.

Announcement of the proposal was made at the society's semi-annual banquet Wednesday night by Earl I. Sponable, president of the organization and technical director of Twentieth Century-Fox Film Corp.

He revealed that the society's board of governors acted favorably on the recommendation at a meeting held before the five-day convention started last Monday.

The change would require an amendment of the society's constitution. Because revision of the basic charter is required, notice of the recommendation is being sent to all 3,000 members of the society. The entire question will then be thrashed out, following which there will be a mail referendum.

Mr. Sponable explained this and then asked the support of the members for the change. He said:

> **"With the great interest shown by the television industry in the engineering aspects of motion pictures, our society's important work in that field is being recognized, just as it was a few years ago, when sound was added to our previously silent films. Each of us is concerned because television depends on motion picture films and on motion picture people for program material, as well as engineering know-how."**

The announcement by Mr. Sponable followed two entire days of the society's three-day meeting given over to television. It heard numerous speakers, on both the business and engineering level tell how the motion picture business can aid itself and television by getting in on the video act.

Among points made by various speakers:

- Television will cause network radio to enter a decline and in five years be superseded by coast-to-coast network television.
- Phonevision was held out as a means to save Hollywood and to put television on a paying basis. Phonevision may be given a full-dress test later this year.
- Film costs are too high for television's pocketbook and therefore more live and less feature-length films will be on network shows.
- There is a need for low-cost feature films for television and it is possible to produce them.
- The TV commercial is destined to lean heavily on films because of the foolproof performance possible in motion pictures.
- Production on assembly-line basis of full-size theatre television equipment is expected in the near future.
- Value of 16mm equipment for use in television was criticized and defended. Critics said both 16mm sight and sound are inadequate while proponents claimed they are adequate if their possibilities are properly exploited.

Mr. Austrian

Ralph B. Austrian, television consultant of New York, said radio was about to enter a decline. At the end of five years, it would be so hard hit by "lack of the advertiser's dollar," he predicted, that it will give way to local and regional broadcasting. It will be superseded by coast-to-coast network television, was his estimate.

Mr. Austrian, former president of TKO Television Corp. and former vice president in charge of television for Foote, Cone & Belding, foresaw that in the New York area there would be a saturation of television sets which would reach over the 90% level.

He predicted that what would cause the expansion would be production of a receiver in the price range of $100 to $125.

He warned the motion picture business that television is a "small black cloud on its horizon now" but that it must do something about it. Because of the decline in movie attendance by televiewers, TV is a great threat to the film industry. He advocated using video to build box office.

"I think the industry will realize very shortly what a wonderful medium television is to advertise its own pictures," he said. "I think the motion picture industry will become one of the largest users of television advertising time."

John R. Howland of Zenith Radio Corp., accompanied by Dr. Alexander Ellet, inventor of Phonevision, presented a paper on Phonevision, at the same time presenting the premier showing of a film, "Zenith Presents Phonevision." In an interview prior to the presentation, Mr. Howland said a test of Phonevision, involving 300 wired homes for pay-as-you-see television, would be undertaken by Zenith some time this year, probably in the fall.

Phonevision Film

The film showed how Phonevision will work. It pictured a first-run movie telecast in scrambled form from a local television station, its receipt on a home receiver, the set-owner calling the local telephone company to switch on the unscrambling device connected to the receiver in the home but controlled by the local telephone exchange, and finally the unscrambled view on the receiver screen.

The motion picture contained a strong pitch to Hollywood to back Phonevision as a means of achieving an enormous box office through television.

As to the share of the proceeds from Phonevision, the picture indicated a three-way split between the telephone company, the telecaster and the motion picture producer, with the latter getting about 50%. The film declared the broadcaster's income from Phonevision will be far greater than the sale of the same amount of time to an advertiser. It was emphasized Phonevision does not replace television. Stations can handle it in addition to their regular "free" programming.

STATION signature cards for Crosley Broadcasting Corp.'s two new Ohio video outlets, WLWD Dayton and WLWC Columbus, are displayed by Marshall N. Terry (l), corporation's vice president in charge of television. Robert E. Dunville, Crosley vice president and general manager, gives his approval.

In questions after presentation of his paper, Mr. Howland said the equipment cost to a station to install facilities for Phonevision transmission would be about $3,000. The unscrambling device to be used in the television set could be built in for $10. Mr. Howland predicted that by 1955 there would be 19 million receivers in the United States, of which 10 million will be equipped for Phonevision. In his talk Mr. Howland said:

"Phonevision has set television free from the limitations of advertising sponsorship which have, while making American radio the finest in the world, likewise made radio a source of irritation to millions of people and prevented radio from becoming the great entertainment and cultural medium which a box-office for fine, costly features would make possible.

"Phonevision eliminates any possible need either for government operation of television or for turning this great industry over to the sole control of advertisers who are interested, not in the quality or value of the entertainment they provide, but in the amount of merchandise they can sell. . . .

"At least 80% of television entertainment will be in the form of motion pictures. . . . Hollywood must decide whether the great mass of revenue-producing entertainment required for Phonevision-television shall be provided by the American film industry or by other creators of entertainment. I hope that viewing of this film will help Hollywood to reach a wise decision."

The opening luncheon meeting of the convention was given a dismal view of motion picture use on television by Dr. Allen B. DuMont, President of DuMont Labs.

Cites Higher Costs

"It is cheaper to put on live shows," Dr. DuMont flatly told the engineers. He said DuMont network is attempting to cut down the use of film features because of their cost and the poor quality of offerings.

Teletranscriptions—film recordings from the viewing tube—also are apt to cost more than sending the same show via cable, said Dr. DuMont. Cost of an original Teletranscription is $480 an hour plus $120 for each print, he said, whereas line charges are about $500 an hour. If only a few prints are made, however, viewing tube filmizations can compete with a cabled show. He foresaw, nevertheless, a continued used for film transcriptions even after all network points were hooked up via cable. They would be especially valuable where time differentials interfered with desired program scheduling, he said.

Large screen television for theatres was given considerable attention. Barton Kreuzer of RCA reported at a Monday night meeting that production on an assembly-line basis of such equipment is expected in the near future. Pilot-run production, he said at a demonstration of RCA equipment, is expected possibly by year's end. Price of a single unit would be about $25,000.

At a forum on television and motion pictures, Dave Gudebrod, manager of the motion picture department of N. W. Ayer & Sons, stated the requirements of a good television film feature for continuing sponsorship. It must have box office appeal, continuity, technical excellence and be reasonably priced, he said.

He illustrated his point by *Your Show Time,* half-hour dramatic film the agency has developed for Lucky Strike cigarettes. He said the film is fed to the network via 35mm print but to non-connected stations by 16mm prints. He expressed the viewpoint that with proper planning it is possible to produce good, reasonably priced film features for television.

Joseph A. Moran, vice president of Young & Rubicam, said whether or not film will take over the television commercial will depend on how skillfully such films are produced. The dependability of film will help make it popular for such commercials, he said.

Favors Short Spots

He advocated the use of short commercials interspersed over a program, rather than a long one-shot commercial for a program. The latter type, he said, is an invitation to switch to another channel. He said 35mm film shows some signs of becoming standard for commercials because of its extra quality.

On the matter of 16mm versus 35mm for use on television, varying points of view were voiced.

Dr. Alfred N. Goldsmith, consulting engineer, expressed the opinion that 16mm prints from 16mm negatives, particularly from kinescope negatives, are of a "marginal" character. He advocated, however, that present practices not be considered crystallized until after further research in both 35mm and 16mm films.

Clyde R. Keith of Western Electric Co. demonstrated "horrible examples" in 16mm sound recording, together with examples of good 16mm technique. Excessive flutter and high noise level can be improved to the standard now existing in 35mm operation, he said. This would require higher cost machines. Present 16mm equipment he characterized as too light—developed for a price market and not a professional market.

Another sponsor joins the WBAP-TV Fort Worth, Tex., fold as Karl Sharfenberg (seated r), president of West Texas Appliance Co., okays plans for his firm's sponsorship of *Philco Flying X Ranchboys*. Giving approval to the action are (l to r) Mrs. Lois Craig, account executive of James McBride Advertising, Fort Worth; Roy Bacus, WBAP-TV commercial manager, and E. A. Favorite, vice president of the appliance firm. The half-hour weekly variety show, formerly carried sustaining, now advertises Philco receivers for the West Texas Appliance Co. and all Fort Worth and west Texas Philco dealers.

In defense of 16mm equipment, John A. Maurer, president J. A. Maurer Inc., Long Island, said lenses being used in 16mm kinescopes are inferior to those which could be used. Too many projection lenses, he said further, are on an amateur level.

Improvements in the 16mm techniques and equipment make it possible to obtain substantially higher quality of 16mm sound than is generally obtained commercially at the present time.

He said recognition of this fact and the need for 16mm in television have led to a proposal that the industry adopt a standard 16mm reproducing characteristic similar to that in use in the 35mm industry. His own conclusion was that sound quality of 16mm could equal that of the 35mm theatre standard and even surpass it if the television show required a higher standard. Mr. Maurer's talk was followed by a two-hour discussion period by a panel of experts on sound recording and reproduction.

Among others who touched on television subjects:

A. H. Brolly, Television Assoc., said known principles of television lighting make unnecessary purple lipstick and yellow rouge makeup for video appearances; incandescent and fluorescent lights are proper TV illumination.

Walter D. Engels and Maurice Kerins, WPIX (TV) New York, and George Lawlor, Houston Corp., in a joint paper told how they speeded up newsreel techniques. Reversal processing, they said, eliminated the time lag required for an extra step in conventional positive negative developing. They said this practice will be adopted eventually by all TV newsreels.

Otto H. Schade, RCA Victor, said a television system with a balanced resolution of 410 lines is technically capable of attaining an image quality equivalent to commercial 35mm films.

F. J. Bingley, WOR-TV New York, said because of lack of standardization among receiver manufacturers of the shape of the screen mask, telecasters should be careful about transmitting important picture information in picture areas likely to be masked off by the receiver.

Richard Blount, General Electric Co., described distortion due to improper lighting. Edward A. Bertram, De Luxe Labs, and Arthur J. Miller, Consolidated Film Industries Division, spoke on film laboratory practices for television. Roger D. Thompson, DuMont Labs, described techniques of picking up transparencies for TV transmission. F. N. Gillete, General Precision Lab, spoke on problems of video recording. William C. Eddy, Television Assoc., described a continuous reel capable of handling 100-foot loops of 16mm film. William F. Kruse, William F. Kruse Assoc., discussed the effect of video on education.

'RANGER'-TV

Gen. Mills, Producer Sign

GENERAL MILLS closed a contract last Monday with Lone Ranger Inc. and Jack Chertok, Hollywood producer, for 52 weekly, half-hour television shows [BROADCASTING, April 4] at a cost of $750,000, the company announced. The *Lone Ranger* will be telecast on an ABC video network of more than 20 stations beginning in mid-September. Dancer - Fitzgerald - Sample, who has serviced *Ranger* radio programs and has been a General Mills agency for nearly 25 years, will handle the show.

The company plans to carry the programs to virtually every TV market, rather than just a few populous cities, according to Lowry Crites, director of media for General Mills. He and Ed Smith, director of radio and television production, said they believe the $750,000 sum is the largest single TV show production outlay to date.

Time Schedule

The programs, to be telecast Thursday at 7:30 p.m. Eastern, 6:30 p.m. Central, and 7:30 p.m. Mountain and Pacific time, will plug the company's cake mixes and other nationally advertised products, it was disclosed.

In markets where ABC has no TV affiliate, *Lone Ranger* will be available on a spot basis. General Mills expects it will be telecast in "well over 100 markets" before the end of the three-year period which the company feels is necessary to prove its potentialities both from a commercial viewpoint and as an audience builder.

Mr. Chertok, who is associated with Apex Film Corp., is widely known in Hollywood as producer of many feature movie successes, commercial films, and TV productions.

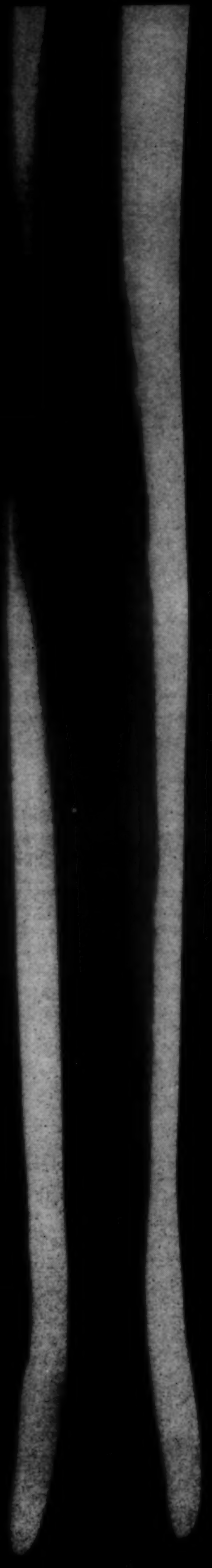
George W. Trendle, who signed the contract for Lone Ranger Inc., first presented the program to the radio world Jan. 30, 1933. Broadcasts now enter an estimated 11,800,000 homes Mondays, Wednesdays and Fridays via ABC.

BUSINESS REPORT

Sees No TV Change Soon

NATIONAL Better Business Bureau assured its members and the public April 6 that telecasting on present channels "will continue indefinitely" and that obsolescence of present television receivers would not occur "in the foreseeable future."

The bureau's conclusions were reached on the basis of information solicited from Wayne Coy, FCC Chairman, and from leading television broadcasters. The survey was prompted by inquiries from the public and from Better Business Bureaus throughout the nation.



ankles

The Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know. But it doesn't happen at CBS-TV.

ANKLES ARE SLIMMER HERE... because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the TV screen. By the time you see them they're as pretty as they ought to be.

ACTORS ARE COOLER AT CBS... more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also developed by CBS experts.

are slimmer on CBS

THE SCENE IS LIVELIER AT CBS... because backgrounds can be made more fluid and variable with rear-screen projection... another CBS-TV development.

AND PROGRAMS ARE BETTER ON CBS... built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs in television.

YOUR PROGRAM WILL DO BETTER ON CBS-TV... the network with six of the top ten Hooper-rated programs, four of which are CBS package programs.

RADIO INSTITUTE

Ohio U. To Feature TV

TELEVISION will highlight the 19th annual Institute for Education by Radio at Ohio State U. May 5-8, according to preliminary program plans announced by I. Keith Tyler, institute director.

Implications of television for American life will be considered at the second general session May 6—the first session in institute history to be devoted exclusively to a discussion of the new medium. A tentative outline calls for speeches by a motion picture executive, a network representative, a prominent educator and a distinguished editor on what television will do to the lives of millions of Americans.

The place of television on the institute program also is being expanded through the scheduling of three specialized group meetings. These will deal with TV writing, production and the use of television and educational broadcasting. In addition, chairmen of work-study groups and sectional meetings will integrate television, as it affects their various fields, into numerous individual programs, the director said.

KRABER PROMOTED

Given DuMont Network Post

TONY KRABER, former program manager for WABD (TV) New York, last Tuesday was promoted to program presentation manager for the DuMont Television Network.

Announcing the promotion, James Caddigan, network's director of programming and production, also outlined a revised organization plan for the program department. Henceforth, supervisors of each of DuMon't three studios, and Harry Coyle, director of the network's mobile operations department, are to report to Mr. Kraber, who will supervise the work done by announcers, directors, floor managers, make-up artists, scenic designers, stenographic and administrative personnel and studio crews.

New programs will be planned and produced under supervision of Lawrence Menkin, program planning manager, to whom all program department writers will report. Frank Bunetta will head training of production personnel and development of special effects, and will report directly to Mr. Caddigan.

TV Mfrs. Assn.

NEWLY formed Television Mfrs. Assn. is now officially incorporated under the laws of New York State, it has been announced by Michael L. Kaplan, president-elect of the association and president of Sightmaster Corp. Initial meeting was held March 14 [BROADCASTING, March 28]. The association will operate on a national scale.

SHOWING KNBH-NBC Hollywood television outlet facilities to Col. B. J. Palmer (second from l), president of WHO Des Moines, a recent visitor to Los Angeles, are (l to r): Edward Sobol, KNBH executive producer; Col. Nathan Levinson, technical director of Warner Bros., and John Gaunt, KNBH producer,

KGO-TV PLANS

Oakland Games Slated, May Start Expected

KGO-TV, the ABC television station in the San Francisco Bay Area, has contracted to carry home games of the Oakland baseball team when the station begins regular programming early next month, Gayle V. Grubb, KGO and KGO-TV general manager, announced last week.

The first baseball game, which is slated to be KGO-TV's initial telecast, is scheduled for May 5.

The station, operating on Channel 7 (174-180 mc), has been on the air with test patterns for more than a month. Beginning with the May 5 debut, the station will be on the air regularly five nights a week, Tuesday through Saturday.

KGO-TV will be the second San Francisco TV station on the air and the second to contract for coverage of Bay Area baseball games. KPIX, the area's first TV station which went on the air last Christmas Eve, already is covering games of the San Francisco Seals.

Mr. Grubb did not reveal terms of the contract between KGO-TV and the Oakland baseball team. He said only that the contract had been worked out during the preceding week by himself and Clarence Laws, president of the Oakland club.

Announcement of the baseball contract also was the first announcement of the date when KGO-TV plans to begin its regular programming. Previously its debut date was expected around the end of May or first of June, although no official announcement to this effect had been made.

ABC television engineers were working to put both KGO-TV and the network's Los Angeles station, KECA-TV, on the air during May. But the tentative schedule was to start the Los Angeles station first, early in May, and the San Francisco station about a month later.

A change in plans reversing this order was reportedly prompted by the almost complete halt of TV set sales in the Bay Area.

Set sales in the area boomed immediately preceding and following KPIX's debut. During the last two weeks of December the number of sets in use jumped from less than 100 to more than 2,000. By the end of January the number was up to 3,500. Then sales fell off drastically and the number today still is short of 4,000.

TV set manufacturers and distributors reportedly felt sales would pick up again when a second TV station started operation. With this in mind, their representatives contacted ABC to get the San Francisco outlet on the air as soon as possible.

ABC obliged by reversing its previous schedule and started rushing the San Francisco station on ahead of KECA-TV.

KGO-TV, operating from Sutro Mansion atop Sutro Mountain in San Francisco, has a 508-ft. tower which gives an overall height of 1,362 ft.

CANTOR ON VIDEO

Pabst To Sponsor on NBC-TV

EDDIE CANTOR has signed with Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), for a semimonthly TV variety show to be telecast on NBC starting Tuesday, Oct. 4, he announced at a personal appearance in Milwaukee April 1. Mr. Cantor, who broadcast his regular Friday evening show from Pabst's hometown, hopes to get the half-hour segment after Milton Berle's *Texaco Star Theatre.*

"If we don't get a good time, we'll go to another network," he added. Telecast will be designed along variety show lines, with Mr. Cantor operating a school of show business and introducing six or eight persons on each program. Mitzi Green, who has appeared with Mr. Cantor on AM, may join the permanent TV cast, he said. The star hopes to originate the show before an audience in Hollywood and have kinescope recordings made for the East and Midwest TV networks. If this is not possible, program will emanate from New York. Agency is Warwick & Legler, New York.

TV SET MARKET

Only 3% Saturation—Craig

THE 1½ million television receivers which have been sold to date represent only 3 to 4% saturation of the national market, John W. Craig, vice president of Avco Manufacturing Corp. and general manager of its Crosley Division, said last Tuesday. Mr. Craig addressed a luncheon meeting of the National Retail Furniture Assn. at the Shoreham Hotel, Washington.

Predicting that in the next decade "television, more than any other product, will provide stability and strength to organizations in the retail furniture, department store and appliance fields," Mr. Craig called for further easing of consumer credit controls to stimulate present sales. "By 1953 we should have produced and sold 20 million television receivers," he said.

The production of 50 million radio sets in the past three years and the impact of television will reduce radio sales in 1949, Mr. Craig asserted, but he pointed out, the industry's expected production of 9 to 10 million receivers still will be higher than the best prewar year. "We can do much to soften the impact of television by utilizing television to sell radios and phonographs," he said.

VIDEO FILM KIT

Cancer Society Prepares

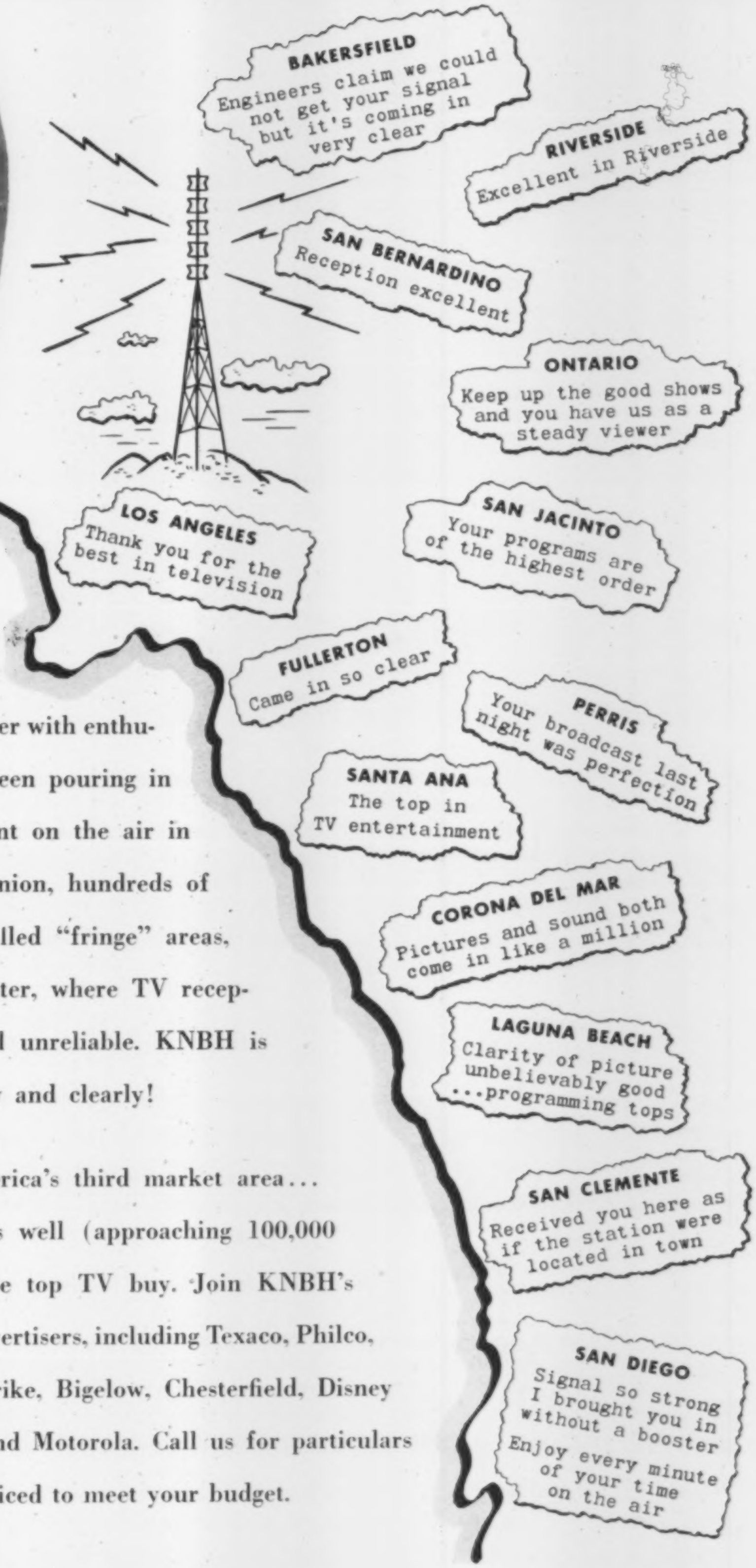
AMERICAN CANCER Society's kit of nine films, to be supplied to all video stations, was revealed in New York, March 30 at a special news preview. Films, consisting of spots and "featurettes," range in length from 15 seconds to three minutes each, and include two animated cartoon shorts.

Written and produced by Walter King, society's director of radio and television, the animations were made by Animated Arts Productions, New York, and the others by B. K. Blake Productions, also New York. The entire kit, it was understood, was produced for approximately $5,600, or the cost of two average one-minute features. Several New York stations have already accepted the kits for use.

WLWD Mobile Unit

NEW $100,000 mobile television unit of WLWD (TV), Crosley Broadcasting Corp.'s new video station in Dayton, Ohio, was dedicated and put into use April 1. In brief ceremonies, John T. Murphy, WLWD manager, dedicated the unit to the citizens of Dayton, through Mayor Louis Lohrey. Others present at the christening included R. J. Rockwell, vice president in charge of engineering, Crosley Broadcasting Corp.; Willard Moore of Cincinnati, designer of the unit; Howard Lepple, WLWD chief engineer, and other members of the staff.

So. Calif.
LOVES
KNBH


BAKERSFIELD
Engineers claim we could not get your signal but it's coming in very clear
RIVERSIDE
Excellent in Riverside
SAN BERNARDINO
Reception excellent
ONTARIO
Keep up the good shows and you have us as a steady viewer
LOS ANGELES
Thank you for the best in television
SAN JACINTO
Your programs are of the highest order
FULLERTON
Came in so clear
PERRIS
Your broadcast last night was perfection
SANTA ANA
The top in TV entertainment
CORONA DEL MAR
Pictures and sound both come in like a million
LAGUNA BEACH
Clarity of picture unbelievably good ...programming tops
SAN CLEMENTE
Received you here as if the station were located in town
SAN DIEGO
Signal so strong I brought you in without a booster
Enjoy every minute of your time on the air

Unsolicited, thousands of letters, brimming over with enthusiasm for programs and picture alike, have been pouring in on NBC, Hollywood, ever since KNBH went on the air in January. And contrary to engineering opinion, hundreds of them have come consistently from so-called "fringe" areas, 100 miles and more from the transmitter, where TV reception in the past has been spotty and unreliable. KNBH is coming through to them consistently and clearly!

Unprecedented coverage of America's third market area... and its third television area as well (approaching 100,000 receivers)... makes KNBH the top TV buy. Join KNBH's distinguished group of TV advertisers, including Texaco, Philco, Chevrolet, RCA, Lucky Strike, Bigelow, Chesterfield, Disney Hats, Bona Fide Mills, and Motorola. Call us for particulars on program packages priced to meet your budget.

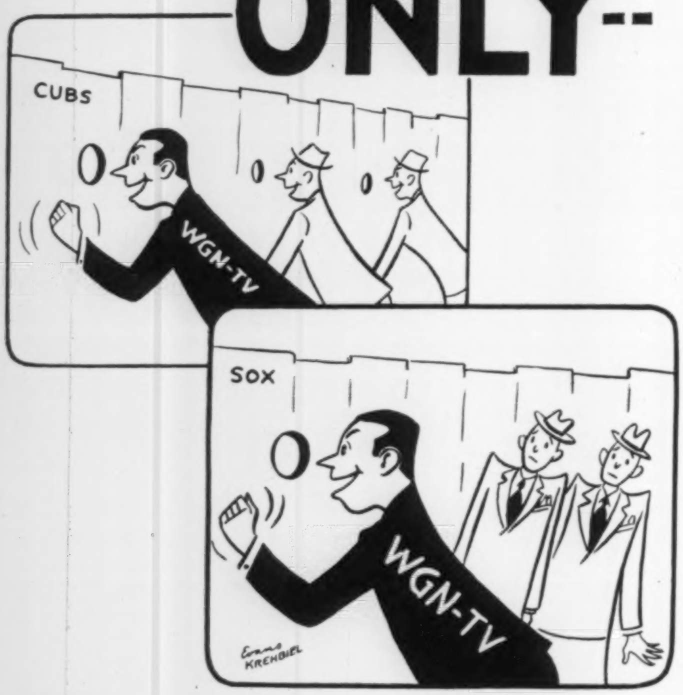
KNBH
HOLLYWOOD
Channel 4

NBC
Television

THE NATIONAL BROADCASTING COMPANY
Sunset and Vine, Hollywood

A Service of Radio Corporation of America

ONLY--



WGN-TV "SEES" EVERY GAME!

Chicago televiewers don't have to *switch* channels to see the Sox and Cubs. No searching or hunting for top notch announcing—Jack Brickhouse, Chicago's ace sportscaster, is on Channel 9 with *every* game.

For the second consecutive year WGN-TV will be the only station televising the Chicago White Sox complete day and night home schedule and all the Chicago Cubs' Wrigley Field games.

Sorry that it's not all available now but you can still* sell your products on:

"Player of the day"— dugout interviews before the games

Half of all Games (Every Other Game) — the only Chicago station able to make this offer

"The Scoreboard" — scores of other games and Grandstand Interviews

*Subject to Prior Sale

CBS
DUMONT

WGN-TV
CHANNEL 9 · CHICAGO

KFMB-TV PLANS
May 15 Start Expected

KFMB-TV San Diego will start telecasting May 15 on Channel 8, according to Jack Gross, owner and general manager.

Station's programming will start initially with 20 hours weekly, according to Mr. Gross. Of this total, he said that approximately one-third would be pickup of kinescope recordings of ABC, CBS and NBC. The pickups would be largely simultaneous with time of telecast in Los Angeles area since Mt. Soledad, site of KFMB-TV transmitter is in direct sight with Mt. Wilson, location of Los Angeles area stations' transmitters.

Beyond kinescope, he said that film and remote programming would constitute roughly one-third of his programming and the remaining third would likely be local studio originations. For remotes, he said that rights have been obtained to one Saturday afternoon game of the San Diego Padres, professional baseball team, with likelihood of one additional week-night game.

Although Mr. Gross advised BROADCASTING that any announcement of sponsors at this time would be premature, he said "there is a tremendous interest on the part of local advertisers." Rates, he said, will scale down from $200 basic hourly rate and that one-minute, nighttime film spots would cost $32. Within the station's viewing area, he says that estimates place the set ownership at 3,500.

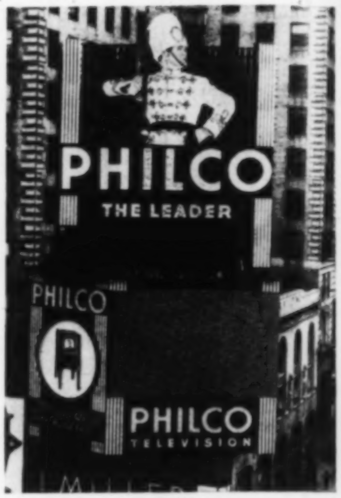
Formal opening of the station will not take place until KECA-TV, Los Angeles owned ABC outlet, goes on air. At that time, he said a full scale opening will be staged. Latter station is expected to be on the air by the end of June, if not before.

WENR-TV EXPANDS
4,000 Sq. Ft. Are Added

ADDITIONAL 4,000 square feet of space has been acquired by WENR-TV Chicago, ABC-owned outlet, in the Civic Opera Bldg. Station will occupy space formerly used by Universal Recording Co., which will announce plans soon for enlarged quarters in a new location.

A third TV studio will be added to station's facilities as WENR-TV moves into the 42nd floor. Its present studios are in the former Chicago Civic Theatre and on the 44th floor. Main reasons for the long-term leasing of more space are "a decided increase in both local and national business and a strenuous program schedule," according to John H. Norton Jr., ABC Central Division vice president.

Mr. Norton also disclosed that new engineering and programming crews will be employed. He said the sales staff now has three account executives handling video sales operations exclusively.



FIRST Broadway "spectacular" to promote television sets is this 11-story Philco sign at the corner of Broadway and 46th St., New York. The drum major, four stories high, twirls a 30-foot baton, by way of animating Philco's slogan: "Philco—The Leader." On the photo-electric screen below, Broadway stars and cartoon movies appear in silhouette. Display was created for the Philco Corp. by Douglas Leigh.

CANADIAN TV
Vote on Control Urged

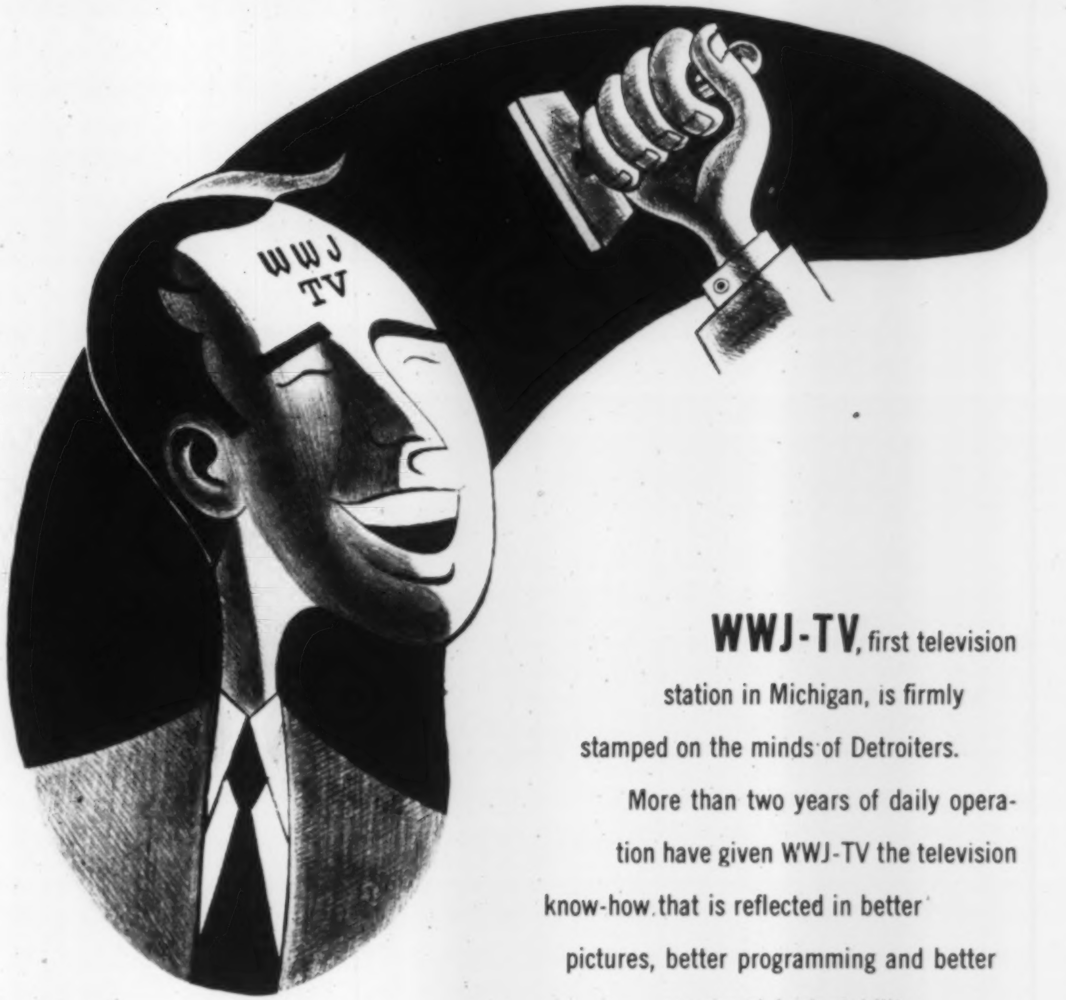
A NATION-WIDE vote should be taken to determine the medium controlling television, R. A. Hackbush, president of the Canadian Radio Technical Planning Board and general manager of Stromberg-Carlson of Canada, stated in Toronto at a meeting of radio technicians. He pointed out that a separate communications board should be set up which would regulate all forms of broadcasting.

Mr. Hackbush also pointed out that Canadian TV receiver manufacturers are worried about the proposal to place one of the two Toronto TV stations on Channel 3, which is next to WBEN-TV Buffalo on Channel 4. Such assignment of a Toronto station, will make it impossible to see WBEN-TV on Toronto receivers, he stated, when Toronto station is on the air.

SEEMAN BROS.
Plans Heavy Use of Video

SEEMAN Bros., through William H. Weintraub & Co., New York, is planning extensive use of television in key cities to highlight its current advertising campaign on Air-Wick deodorizer.

The agency's video department is currently working out detailed program plans. Seeman also is extending its radio coverage, having recently added *News Commentary with Ed Wallace* on WTAM Cleveland to its schedule of two national radio news programs—*Monday Morning Headlines* on ABC and *Allen Jackson and the News* on CBS.



WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters. More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability. With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

Use of Film in Television

(Report 54)

COMMON prediction of Hollywood movie tycoons, peering through the heady haze of their Corona-Coronas, is that television programming will amount to nothing until telecasters discover the miracle of film.

A discussion last week with television program experts indicated they already have seen the miracle, but have not found it comparable with, say, the Revelation at Lourdes.

Among the points on which most program executives agreed were:

● In the last few months there has been a general diminution in the use of "feature" films—the aging Hollywood products that are of insubstantial theatrical consequence and hence available to television.

● Despite the incursion of probably 300 film companies into the field of film production for television during the past year, no more than a handful of program properties remotely worth their price has been developed.

● Economic attitudes of the cinema and television differ to the point of total misunderstanding.

In the view of telecasters, Hopalong Cassidy has a niche in the future, but he is not destined to inherit the earth.

On the other hand, program executives agreed, the value of film for commercial announcements is indisputable, the flexibility of cinema techniques is immeasurably useful for integration of film sequences in live productions, and the use of film happly relieves telecasters of some strain on facilities.

DuMont Cutback

As an example of the extent to which feature film programming has been diminished, DuMont Television Network has within the past few weeks cut back its use from five and a half hours per week to two and a half—out of a total average weekly programming of 45 to 50 hours—on its key New York station, WABD (TV).

James Caddigan, DuMont director of programming, flatly asserted: "The quality of available material is not good."

CBS-TV has reduced its film programming, fed to the East Coast network, by 50% since last summer.

Charles M. Underhill, CBS director of television programs, pointed out that CBS had found it impossible to interest sponsors in feature film. He thought that advertisers objected to the lack of continuity in a feature film series, although he said it had been possible to sell some commercial spots in and around films.

Film rentals rise in proportion to the number of stations fed by a network telecast, Mr. Underhill pointed out, and because of that CBS found it uneconomical to use feature films for network sustaining programs. Live programs are cheaper.

ABC uses film basically as sustaining programming for its East Coast network, telecasting about four hours of film per week out of a total of 27 program hours.

Alexander Stronach, ABC eastern television program manager, believes there are indications of viewer resistance to film *per se*. Analyses of program popularity ratings, he said, show that "people look for live programs."

"They seem to want the immediacy of live television," he said. "Only by reaching a point of excellent entertainment could film overcome this resistance. In a contest between old film *vs.* new live, new live will win every time, and, generally speaking, you can put on live cheaper."

Except for westerns, most feature length film available to television is at least 10 years old, Mr. Stronach said. "It's outdated."

Despite the decrease in the use of feature films by networks and New York stations, however, it was pointed out that individual stations outside New York were in many instances able to show them economically. Film rentals are relatively inexpensive in markets smaller than New York, it was said.

"Some stations can get feature films for $150 or less," one network executive said. "If they sell some spots in and around them, they can make out."

Disagreement with the theory that the public objects to film *per se* came from Norman Blackburn, NBC national director of television programming. "I don't think the spontaneity factor is important," he said. "You can do special shows on film that couldn't be done live,"

Discounting feature films originally made for theatrical presentation, Mr. Blackburn said that the chief problem of motion picture production for television was economic. "Hollywood," he said, "is under the mistaken impression that quality films must be expensive and that television advertisers ought to expand their budgets to accommodate the expense."

Sinn Favors Film

That a promising future is augured for economical television film made especially for television does exist was indicated by John L. Sinn, executive vice president of the Frederic W. Ziv Co., a leading radio transcription production firm which has also undertaken television film programming.

Mr. Sinn said his company's investigations showed that film would be a bigger factor in television than transcriptions are in radio.

"A live television show is more difficult and costly to produce than is a radio show," he said, "and local TV outlets do not have the budget to cover such costs. With the use of film, the local sponsor can present a television program of top-notch calibre at a cost that is within his budget. Sponsors like the *Chicago-Tribune*, which owns its own station (WGN-TV), even purchase films.

"It is our feeling that the physical set-up for television will make stations and sponsors more dependent upon film than they were upon transcription for radio."

Probably the outstanding example of filmed programs produced for television and now regularly telecast on a network is the *Your Show Time* series on NBC, sponsored by American Tobacco.

The sponsor bought the weekly, half-hour dramatic series for $7,500 per show from Grant-Realm Productions, a Hollywood company. Yet the production cost per program amounts to as much as almost twice that figure, and seldom is below $12,500, Mr. Blackburn said.

Production costs of the *Your Show Time* series are regarded as almost impossibly low in Hollywood, according to Mr. Blackburn, yet they exceed the price that the sponsor is able to pay. " 'Cheap' means one thing in Hollywood, and another thing in TV," he said.

Grant-Realm hopes to break even or even make a small profit on the *Your Show Time* series by exploiting residual value. American Tobacco's $7,500-per-program price covers exclusive use of the film for only a year. After that the producer can make other disposition of the pictures.

As a comparison of costs of filmed and live productions, Mr. Blackburn cited another half-hour dramatic series, *Chevrolet on Broadway*, a weekly program on NBC-TV, sponsored by Chevrolet Div. of General Motors.

The *Chevrolet on Broadway* production budget is under $7,500 a week. Mr. Blackburn believes that *Your Show Time*, which costs its producers a minimum of $12,500, and *Chevrolet on Broadway*, which costs less than $7,500, are "a standoff in quality."

Although he thought it would take some time, Mr. Blackburn believed that eventually film producers will "straighten out their economics."

"There are bound to be more and better films for television," Mr. Blackburn said, "but in making

(Continued on page 162)

TV SET figures reported to BROADCASTING during the past week:

Chicago, Ill., area—115,503 as of Feb. 28, reported by city's Electric Assn.

Washington, D. C., area—40,750 as of April 1, reported by Television Circulation Committee representing TV stations WOIC WTTG WNBW WMAL-TV, all Washington.

RCA TOP SELLER IN HOME TV SETS

Advertest Metropolitan New York Study Shows

RCA, Philco and DuMont television receivers account for almost 60% of home-owned TV sets today, according to a survey of 525 TV homes in the New York metropolitan area last month by Advertest Research, New Brunswick, N. J.

The percentage breakdown showed RCA leading with 28.1, Philco second with 16.3 and DuMont third with 14.1. Other percentages were: General Electric, 8.4; Motorola, 5.6; Fada, 3.7; Crosley, 3.7; Emerson, 2.8; Magnavox, 2.6; Admiral, 2.6 and all others, 12.1.

The Advertest study also covered TV set ownership in homes according to income groups. Philco led with 30.7% in the under $3,500 yearly income group and RCA in the three other groups, over $7,500, $5,000 to $7,500 and $3,500 to $5,000.

Percentages for the over $7,500 a year group were: RCA, 46.1; DuMont, 11.5; Philco, 7.6; Motorola, 7.6; Fada, 7.4, and others, 19.8.

Other precentages:

$5,000 to $7,500—RCA, 25.0; DuMont, 19.4; Philco, 11.1; General Electric, 10.9; Motorola, 2.9, and others, 30.7.

$3,500 to $5,000—RCA, 22.5; Philco, 19.3; DuMont, 16.1; General Electric, 9.6; Motorola, 6.4; Crosley, 6.4, and others, 19.7.

Under $3,500 — Philco, 30.7; RCA, 15.3; Emerson, 9.4; General Electric, 7.2; Motorola, 7.0, and others, 30.4.

GOLD RUSH

1949 style

or look what's

happening

to

WHIO-TV Dayton's (OHIO) first commercial TV station

Only 49 days in commercial operation, WHIO-TV already has 40 national and local advertisers. TV set sales in Dayton are skyrocketing, too! Real proof of WHIO-TV's acceptance by both viewers and advertisers. Now is the time to start reaching the profitable Dayton market via television, while choice availabilities can be had on WHIO-TV. Contact your nearest Katz representative.

WHIO TV

DAYTON, OHIO

AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 160)

them a lot of people are going to lose their shirts."

In the view of another television program executive, who for a time was an official of a motion picture company in Hollywood, the basic psychology of Hollywood enormously increases the difficulties of its adjustment to television.

Accustomed to lavish expenditures, Hollywood does not know how to cut corners and economize.

"I've seen the time of a hundred people wasted because somebody forgot to plug the camera into the power," he said. "And nobody thought anything of it."

It was the belief of this executive that economical production techniques for television film will probably originate elsewhere than Hollywood. "People who have been working in the Hollywood movie business have a lot of expensive habits to overcome," he said.

The volume of films prepared by Hollywood producers and made available for network telecasting is inconsiderable to date. Hal Roach has made several pictures which are being auditioned, but as yet have not been bought. The *Public Prosecutor* series produced by Jerry Fairbanks and purchased by NBC is yet to be telecast; the network is hoping to find a sponsor.

A 13-week mystery series made by the Independent Motion Picture Producers Releasing Organization of Hollywood, and purchased by CBS for $7,500 per program, is not yet on the air. CBS is offering this series to advertisers at a figure considerably below the $7,500 price it paid, again hoping to resell the series later to recover its investment.

One agreeable aspect which any television programming executive finds in film is that its use imposes virtually no strain on facilities. To that degree, film is economical in television. None of the studio facilities camera crew, electricians, production workers or cast of a live program is needed.

In another use, film has proved invaluable. The filmed commercial has become even more important to television than the recorded commercial in radio.

The proportion of filmed commercial spot announcements varies on New York stations from 75% to 95%, and probably half the commercials on television networks are filmed.

Many programming chiefs think that film will be more and more widely used in integration with live productions.

Mr. Underhill, CBS director of television programs, said that CBS was rapidly increasing its activities in that field. An example of the technique occurred in a recent telecast of *Suspense*, a weekly, half-hour dramatic show which is predominantly a live production.

A sequence in the program required the chief actor to be chased by police. The actor, Eddie Albert, was to run through two alleys, leap a fence, enter a building, run up the stairs and into a room. This sequence was filmed on location under the direction of the *Suspense* production staff by a single cameraman commissioned for the particular job.

WILLIAM WEDDELL (l), radio director of Leo Burnett Co., Chicago, compares notes with two sports celebrities at KFI-TV Los Angeles. Seated is Bill Veeck, president of the Cleveland Indians, who was guest expert on *Let's Talk Sports* show, which features Tom Harmon (center). Show is sponsored by Burnett's client, Brewing Corp. of America, for Carling's Red Cap Ale.

The film was so integrated into the live production that it was difficult if not impossible to identify it as film. CBS has used many such filmed sequences, some shot especially for the purpose, others selected from library material for background.

The *Camel Newsreel*, five quarter-hours per week on NBC-TV, also mixes considerable film with live production in what is probably the most complicated integration of film-live production on the air.

The use of integrated film suggests the probability that telecasters will expand greatly their own production of film, with their directors and producers supervising the work of cameramen who are either staff members or commissioned for particular assignments.

Present Production

In one respect telecasters are already in the film business up to their necks. The breathless expansion of film recording of live shows, for re-telecast on stations beyond the reach of network interconnection, has now reached a point at which the combined film output of television networks greatly exceeds that of Hollywood.

Different networks call the process by different names: On CBS it is "film recording;" on DuMont it is "Teletranscriptions," and on NBC and ABC it is "Kinescoping." The processes, however, are fundamentally alike.

NBC recently announced [BROADCASTING, March 28] that it was averaging 14 hours a week of kinescoping, amounting to an average yearly film production 50% larger than the total volume of Hollywood feature-length pictures.

Although this activity proceeds at other networks at somewhat slighter volume, it is vastly important to all. Under present operations, film recording of live shows is limited in use to re-telecasting on non-interconnected stations and to intramural purposes such as presentations to advertisers and agencies.

A primary circumspection in the use of kinescoping is imposed by unions. It is a general union rule that kinescoped programs must not be reused after 30 days from their production date.

Expansion of the commercialization of kinescopic film is believed doubtful, owing to union objection.

As examples of possible new uses to which kinescoping could be put, assuming union attitudes changed, executives cited the requests of some advertising agencies to kinescope commercials and programs which are now produced by motion picture techniques.

Kinescoping a program directly off the television tube is a cheaper process than shooting a movie. It does not require as many technicians, cameramen and production workers, a matter to which unions naturally object.

One advertiser, whose product is not distributed in New York, is known to have offered one New York network station a program so that it could be kinescoped there for distribution to six stations in cities where his product was sold. His offer was rejected on the grounds that such a procedure would constitute a commercialization of kinescoping to which talent and technicians, unions and guilds would object.

The question of film in television, like the bigger question of television itself, is not yet settled, all television programming executives agreed.

As one executive put it: "Everybody's feeling his way around. Anyone who has answers these days is welcome."

RADIO
TELEVISION

Leadership

IN THE UTAH MARKET

27 years in radio . . . the pioneer television station between St. Louis and the Pacific Coast—that's the record of KDYL and KDYL-TV. Some sponsors say our sales results for them are "magic," but we know it's colorful showmanship and expert "know how" that builds leadership!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

CHICAGO AUDIENCE FACTS

Monday thru Friday
12 Noon to 3:00 PM
Network A 1st
Network B 2nd
WIND 3rd
Network C 4th
Network D 5th

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

1949
TEN YEARS OF TELEVISION BROADCASTING
1939

DUMONT

Du Mont television broadcasting started April 1, 1939

. . . another Du Mont "First"

FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

FIRST in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

FIRST in Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

FIRST in Station Equipment. Many stations have been planned and built by Du Mont.

FIRST in Fine Receivers. Du Mont built the first commerical home receiver (1939) and was first on the market with fine postwar receivers (1946).

For information on television advertising,
write or call:

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.

First in all phases of television . . . and only in television

Copyright 1949, Allen B. Du Mont Laboratories, Inc.

OLESEN CAN SOLVE TV LIGHTING FOR YOU!

Good TV reception starts in your studio. It can be helped or harmed by the quality of your studio lighting.

TV lighting poses special problems, a fact more and more engineers learn every day. It is significant, also, that more and more TV studios are turning to Otto K. Olesen in Hollywood for solution of their lighting. Olesen has led in specialized lighting techniques for 35 years, and is now applying this know-how to the solution of TV lighting.

No matter what your requirements—whether you want in-stock fixtures or need special designing and construction—call on Otto K. Olesen in Hollywood. You can be confident your lighting problems will be expertly diagnosed and cleared up.

Stop Worrying!
WIRE — PHONE
OR MAIL COUPON

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.
Phone: GLadstone 5194

Gentlemen: Send me complete data on TV studio lighting.

Name____________________

Firm____________________

Address____________________

Title____________________

NOTE: Use margin of page or address letter if you wish data on special TV lighting problem.

'GO SLOW' ON TV

Swezey Cautions Alabama Meet

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is immeasurably greater than sound alone," Alabama broadcasters were warned to "go slow" in entering the dual approach business.

The warning came from Robert D. Swezey, executive vice president of WDSU Broadcasting Services Inc., New Orleans, in his speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.

Mr. Swezey

In the closing session, Howard Pill, WSFA Montgomery, was elected president of the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAPX Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAY Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marion Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmet Brooks, WEBJ Brewton, and Howard Martin, WALA Mobile.

Mr. Swezey's talk on television was a straight-from-the-shoulder type of honest-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you have made a success in the standard radio field is no indication that you'll succeed in television. If you do go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding that WDSU-TV New Orleans has been on the air since December 1948.

Mr. Swezey formerly was a vice president of Mutual.

Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same libel protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature. Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn). The field secretary would maintain a fulltime office at the university and the working agreement would be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Fred Palmer, Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEBJ Brewton, president. It was the second annual meeting of the group.

Jim Reese of WWWB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WTBF Troy; John Garrison, WFUN Huntsville; Howard Pill, WSFA Montgomery; G. P. Hamann, WBRC Birmingham.

Mr. Pill, retiring president, said the Alabama organization, first of its kind in the nation, had been responsible for several important contributions to the AP news report during the past year.

Mr. Needham was re-appointed chairman of the Continuing Study Committee of the AP Radio Report. Others named to this committee were: Frank Bush, WMFT Florence, and Pat Courlington, WAVU Albertville.

BALTIMORE TV

Aids FBI Pursuit

TELEVISION facilities of WBAL-TV Baltimore, on March 30, aided FBI agents in alerting video audiences to be on the lookout for a "badly-wanted" bank robber. Station reports the man sought was Clyde Milton Johnson of Glendale, Calif., who had escaped from Miami, Fla., City Jail on March 2, less than an hour before he was to be flown to Memphis, Tenn., where he was wanted for a $43,000 bank robbery.

FBI agents, who said it was known Mr. Johnson and his alleged girl friend, Billie Frances Glaze, reportedly had been in a Baltimore night club since that time, asked WBAL-TV to televise pictures and descriptions of the couple. It was the first time in that area police authorities had used television facilities in the pursuit of their investigation, WBAL reports.

TV Meeting Proposed

SUGGESTION that TV station sales managers meet informally during the NAB Convention was made last week by George W. Harvey, sales manager of WGN-TV Chicago. Volunteering as corresponding secretary, Mr. Harvey wrote commercial managers asking them to meet for a discussion of problems and plans. He pointed out that the NAB television session Wednesday morning will be general.

TV TO AID MOVIES

Paramount's Shupert Thinks

TELEVISION is more likely to help the motion picture industry then harm it, George T. Shupert, director of commercial operations, television division, Paramount Pictures Inc., last Tuesday told members of the Colorado Assn. of Theatre Owners in Denver.

Pointing out that video is the perfect medium by which to promote motion pictures, Mr. Shupert predicted that television would do an unprecedented selling job for the movie industry, via trailers.

"An old proverb tells us to fight fire with fire," Mr. Shupert said. "At Paramount we have a modern version: 'Fight television with television'." Paramount's planned strategy, he continued, includes turning video to the theatre's advantage by telecasting stage shows and audience participation shows."

SLIDE PROJECTOR

For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop is a dual projector, the announcement said, and can be used for flashes of news photos, temperature readings or time, station or sponsor identification, titles, announcements, or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

OKLAHOMA VIDEO

WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern by this Friday (April 15) and begin operations by mid-May or early June.

The five-bay, super-turnstile TV antenna is mounted on a 968-foot tower at Britton, eight miles northeast of Oklahoma City. Installation was completed April 3 after a five day delay due to bad weather. WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (66-72 mc).

Spot Accounts

(Continued from page 54)

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Maxwell House Coffee	2	2	2	2
Maxwell House Instant Coffee	2	2	2	2
Minute Maid Orange Juice	9	10	—	—
Nescafe	—	—	1	1
Nu-Grape Soda & Sun Crest	1	1	—	—
Orange Crush	—	8	—	—
Postum (Instant)	—	13	14	9
Sanka & Instant Sanka Coffee	1	1	—	1
Savarin Coffee	2	2	2	2
Tetley Tea	2	—	—	—
"26" Coffee	*	6	5	5
Walter Baker's Cocoa	1	10	1	1
Welch Grape Juice Co. (all products)	—	54	51	6
White Rock Beverages	33	38	34	6
White Rock Sparkling Water	1	—	—	—
Yuban Coffee	2	2	1	4

CIGARETTES & TOBACCO

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Alligator Cigarettes	2	—	—	—
Dill's Best Tobacco	10	8	—	—
Dutch Master Cigars	—	—	4	5
El Praco Cigars	—	—	4	5
Embassy Cigarettes	1	16	22	15
Harvester Cigars	10	10	6	4
Old Gold Cigarettes	31	77	79	74
Parliament Cigarettes	1	1	1	1

CONFECTIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Bolster Bar	—	37	—	41
Brock Candy Bar	102	60	51	81
Charms	—	5	—	—
Chase Candy	—	—	—	7
Chuckles	—	—	—	—
Delicia Sugar Wafers	—	*	*	*
Fanny Farmer Candies	8	4	4	5
Good & Plenty	1	1	—	—
Kernal Fresh Salted Nuts	6	6	6	—
Loft Candies	—	—	—	3
M & M Candies	33	6	—	—
Milk Shake Bars	—	26	27	24
Nestles Semi Sweet Chocolate	6	6	6	6
Pecan Pete Candy Bar	*	*	*	*
Rockwood Chocolate Bars	41	41	41	41
Suchard Chocolate Bars	18	7	1	14
Suchard Chocolate Squares	—	8	3	10
Warren's Chewing Gum	1	—	—	—
Whiz Candy Bar	*	*	*	*

DRUGS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Algaederm	2	3	2	1
Bell-Ans	—	—	—	3
Black-Draught	95	98	—	108
Brandenfels Scalp Application	2	—	—	—
Cardui	95	98	—	108
Cystex	3	3	3	3
Dr. Barron's Foot Pads	—	1	—	—
Dr. Pierce's A-Nuric	—	1	—	—
Dr. Pierce's Favorite Presc.	3	1	—	—
Dr. Pierce's Golden Medical	8	2	—	8
Dolcin	*	60	82	*
Father John's Medicine	24	—	—	—
Foley's Honey & Tar Cough Syrup	3	*	*	*
Johnson's Back Plasters	10	—	—	—
Kyron	—	—	4	5
Lydia E. Pinkham Vegetable Comp.	—	23	14	9
Medrex	1	1	1	1
Mendaco	3	3	3	3
Mentholatum	9	—	3	5
Musterole	8	—	—	63
Musterole Brand Linament	1	—	—	—
Nervine	75	89	86	92
No-Doz Awakeners	—	—	3	2
Pertussin	51	—	—	179
Piso's for Coughs	8	—	—	—
Romind	3	3	3	3
Serutan-Nutrex-RDX	3	1	1	1
Stanback Headache Powders	73	77	71	70
Therm Massage	—	1	—	—
Zyrone	95	98	—	108

FOODS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Abbott's De Luxe Milk	3	2	2	2
Abbott's Ice Cream	10	9	9	9
Amazo Instant Desert	—	2	*	*
Amazo Syrups	—	—	—	—
Armour Dairy & Poultry Prod.	—	9	*	*
Armour's Meats	3	2	*	*
Armour's Shortening	—	1	*	*
Arnold Brick Oven Bread	1	—	—	—

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Aunt Hannah's Bread	7	7	7	7
Baker's Coconut	—	—	1	1
Baker's 4 in 1 Sweet Cocoa Mix	—	—	—	2
Beardsley's Codfish	—	—	—	1
Beatrice Foods	2	1	—	—
Berio Olive & Francesconi	—	—	—	15
Betty Crocker Soup	3	2	—	—
Betty Gaylord Cream Pie Mix	—	—	2	2
Bird's Eye Frosted Foods	79	93	—	102
Bird's Eye Frosted Peas	—	—	13	—
Bisquick	5	5	—	—
Black Hawk Meats	7	1	1	1
Blue Label Ketchup & Chili	6	6	6	6
Borden's Dairy Prod.	8	8	—	—
Borden's Starlac	1	1	1	1
Breakstone Dairy Products	—	—	1	3
Brer' Rabbit Molasses	21	—	—	—
Breyer's Ice Cream	14	14	15	16
Brill's Spaghetti Sauce	—	—	—	12
Broadcast Corned Beef Hash	5	6	4	4
Bud Waffle Syrup	19	—	—	—
Calumet Baking Powder	9	11	12	15
Campbell Soups	1	*	*	*
Capital Bread & Cake	13	15	4	8
Carnation Evaporated Milk	1	1	1	1
Castleberry's Foods & Sauces	—	2	—	—
Certified Bread	1	1	1	1
Chef Boy-Ar-Dee	52	52	—	—
Clinton Puddings	—	—	15	3
Comstock Pie Sliced Apples	6	8	—	—
Consolidated Dairy Products	—	3	9	9
Crax	8	15	30	6
Crust Quick	—	—	1	—
L. De Martini Prod.	—	—	1	—
Diamond Crystal Kosher Salt	—	—	—	1
Diamond Crystal Shaker Salt	15	4	2	2
Dole Pineapple & Juice	2	1	—	1
Dugan Bros. Baking Prod.	1	1	1	1
Durr's Pork Prod.	1	1	1	1
Eskimo Pies	—	12	14	—
Fleischmann's Bread & Rolls	2	—	—	—
Florida Citrus Commission	74	74	72	—

(Continued on page 166)

CINCINNATI

CHANNEL 11

WKRC-TV

CINCINNATI'S Key TV STATION
TIMES-STAR BUILDING
CINCINNATI 2, OHIO

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Five Star ★★★★★ Final

April • HOLLYWOOD • 1949

TV Daily "Comics" . . .

"COLT McKEEN", TV's first daily Western "comic strip" on film, has been completed by **Five Star Productions.** Five-a-week strip will be marketed directly to ad agencies with national price set at low figure of $300 per episode, commissionable. Hollywood demo screenings are now under way, with New York screenings set for May.

"COLT" McKEEN

FIVE STAR has two other 5-minute daily TV shows in work. **"QuiZoo,"** game-and-puzzle strip, is aimed to sell at $200 daily. Third strip of projected 15-minute block will be **"Johnny Handy,"** kid adventure strip. Price $300 daily—less 15%. Samples on these ready June 1.

JEAN MARTIN

"BANDIT," Colt's thievish coon is also cast in **"Artist in Crime,"** Five Star's "comic strip mystery." This weekly 15-minute show is priced at $1250, gross. **"Guess Again,"** cartoon quiz show, is available on Animatic through ABC network, New York, at $1000 weekly, net.

1200 TV Com'ls . . .

TEN YEARS in business, **Five Star** has produced more than 1,200 short ad-films for Theater and TV use. Clients include Ford, Dr. Pepper, Coca-Cola, Whitman's Sampler, etc. **(ED. NOTE: See story on p. 5 of Telecasting section of Feb. 28 BROADCASTING.)** TV spot prices start as low as $250 commissionable, with free script and story board services included.

VINEGAR PETE

BLACKJACK DAWSON

FIVE STAR, located at 6526 Sunset, H'wood, is recognized as **"World's Largest Producer of Cartoon Advertising Films."** These new cartoon TV shows will add further to this enviable reputation. Staffed by top craftsmen long skilled in advertising and showmanship, **Five Star Productions** is bound to maintain its edge, **budget-wise** and **Sales-wise,** in all types of TV production. Write for specific data.

Spot Accounts

(Continued from page 165)

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Foremost Dairies Ice Cream	—	—	—	1
Friehofers Hollywood Bread	3	3	—	—
Gemma Cooking Oil	9	8	2	1
Golden Blossom Honey	10	9	9	9
Good Luck Margarine	1	—	—	—
Gravem Inglis Baking Products Co.	4	4	4	4
Grennan Cakes	1	1	1	1
H-O Cream Farina	25	24	3	3
H-O Oats	26	25	3	3
Happy Family Baking Powder	10	13	13	13
Hellmans Mayonnaise	26	25	7	4
Herb-Ox Boullion Cubes	2	1	1	1
Holsum Bread & Doughnuts	6	7	8	13
Home-Spun Biscuits	1	1	1	1
Homespun Bread	—	—	3	—
Horsey Canned Citrus Fruits & Juices	—	1	—	—
Hostess Cakes	65	65	65	65
Jane Logan Deluxe Ice Cream	10	9	9	9
Joy Cake Mixes	12	—	—	—
Jumbo Peanut Butter	19	2	—	—
Junket Brand Rennet Powder	24	—	—	—
Kellogg's Corn Flakes	—	—	*	*
Kellogg's Pep	—	—	*	*
King Midas Feeds	—	—	—	6
King Midas Flour	11	11	11	11
Kounty Kist Peas	1	1	1	1
Kroger Bread	23	23	23	21
Kroger Co. (Various Products—Fall Sales Campaign)	—	—	—	10
Kroger Salad Dressing	—	—	—	2
Lay's Potato Chips & Fritos	—	1	—	—
Lettuce Leaf Salad Oil	—	12	15	1
Light Crust Flour	16	19	21	14
Lipton's Spaghetti Sauce	2	—	—	—
Mayrose Meats	—	—	1	—
Milani Foods	—	—	—	20
Minot Cranberry Sauce	—	—	—	1
Minute Rice	52	36	21	71
Minute Tapioca	17	50	—	—
Maglias Ice Cream	1	1	1	1
Mueller's Macaroni	20	20	20	20
Musselman's Applepie	12	—	—	—
NBC Bread	23	24	20	18
Nabisco 100% Bran	24	25	12	11
Nabisco Shredded Wheat	196	144	87	—
Nestle's Evaporated Milk	27	42	42	43
Nucoa Margarine	25	24	3	3
Nu-Maid Margarine	87	96	89	80
Omega Flour	9	11	10	15
Oscar Mayer Meat Products	7	6	3	3
Pepperidge Farm Breads	—	12	—	—
Pet Evaporated Milk	24	24	24	—
Peter Pan Peanut Butter	1	—	—	—
Phillips Soups & Vegetables	2	1	1	1
Pillsbury Best Flour	26	20	13	7
Pillsbury Dual Cake Mix	—	—	1	—
Pillsbury Farina	1	1	—	—
Pillsbury Pancake Mix	—	—	—	1
Pillsbury White Cake Mix	—	5	—	—
Post's Cereal Products	1	1	1	1
Premium Crackers	16	16	1	10
Presto Cake Flour	25	24	3	3
Purasnow Flour	6	5	7	7
Pyequick	3	2	—	—
Q-T Instant Frosting	1	1	—	6
Q-T Pie Crust & Pastry Mix	1	1	—	—
Quaker Sugar	12	12	—	—
Ralston Cereals	1	1	1	1
Red Band Flour	1	1	—	—
Red Star Flour	3	3	3	3
Robin Hood Flour	2	2	2	2
Rochester Dairy Evaporated Milk	1	2	2	2
Ronzoni Spaghetti Products	7	7	7	7
Seabrook Farms Frozen Foods	—	1	—	—
Sealtest Ice Cream & Milk	—	17	19	—
Sheffield Milk	1	2	2	1
Skippy Peanut Butter	33	34	35	43
Smith Split Peas	14	12	12	12
Snider Condiments	8	8	—	2
Snow Crop Frozen Foods	3	—	—	4
Southern Dairies Ice Cream	8	9	6	2
Sperry Drifted Home-Perfected Flour	14	15	16	16
Sperry "La Pina" Flour	—	—	16	16
Sperry Pancake & Waffle Mix	14	15	16	16
Sperry Wheat Hearts	14	15	16	16

(Continued on page 172)

PLEASED with the contract that gives KLAC-TV Los Angeles exclusive television rights to all Los Angeles Angels home games are (l to r) Don Fedderson, vice president and general manager, KLAC-TV; Don Stewart, Angels' president, and Dave Lundy, station's general sales manager. Pabst Beer will sponsor half of season's scheduled games. Remaining games are as yet unsigned.

WGN-TV ANTENNA

To Be Completed by May 1

TELEVISION antenna for WGN-TV Chicago will be in operation atop the Tribune Tower by May 1, according to Engineering Director Carl J. Meyers. The 100-foot TV-FM antenna, supported by a 33-foot steel mast, will tower 610 feet above ground level. This is more than 180 feet higher than the present TV antenna on top of the Daily News Bldg.

Three studios in the new building annex will be available for TV shows only, and three others may be used, Mr. Meyers said. The master control room will have an adjoining projection room and announcing studio. The main audience studio of WGN will be remodeled for simulcasts. The entire TV operation, including executive and business offices, are expected to move from the Daily News Bldg. headquarters to the Tower annex by January, Mr. Meyers said.

CHICAGO AUDIENCE FACTS

Sunday
12 Noon to 2 PM

Network A......1st
WIND 2nd
Network B......3rd
Network C......4th
Network D......5th

PULSE
Jan.-Feb. '49

W·I·N·D 560 KC 24 hours a day

Programs

NEW Program, *Orders of the Day*, is being aired by WWDC Washington in cooperation with D. C. division of American Automobile Assn., the District schools and the police. Broadcast by Milton Q. Ford every schoolday morning at 8, program is directed at 3,500 members of School Safety patrol in Washington. It is designed to reach patrols just before they leave home for their beats, and it gives last minute changes in traffic conditions and emergency instructions. Mr. Ford also airs news of meetings and points out ways in which work of patrols can be improved.

'Pet Parade'

FEATURING "Uncle" Jim Willard, noted animal authority and official of SPAC, new series of programs devoted to youngsters and their dogs entitled, *Pet Parade*, has been started by WCAU-TV Philadelphia on Saturdays, 6:15-6:30 p.m. Youngsters show their dogs, usually mixed breed variety, and tell about their methods of training and feeding. Mr. Willard poses a general question on dog care and gives a prize for best answer by a youngster on the show. He awards a puppy a week to writer of best letter telling why he should have the dog and what will be done to give it a good home.

Hobby Show

FIFTEEN minutes of interviews with interesting hobbyists is format of WMAR-TV Baltimore's *Donald Kirkley's Hobby Show*. Each Sunday at 10:15 p.m. some well-known hobbyist brings part of collection to show the television audience and tell some of the interesting stories and sidelights of the hobby. Each week the guest leaves some memento of his hobby with Mr. Kirkley to be put on display in the set. In addition, a scrapbook of the program is kept with a picture of each week's guest, his hobby and autograph.

Public Service Time

AN HOUR and a half of consecutive public service programs began its weekly schedule on KJR Seattle, Wash., on Sunday, April 3, between 11 a.m. and 12:30 p.m. In 11 a.m. time slot is ABC's *Child World* series, followed by local panel discussion of show, transcribed at Radio Hall on U. of Washington campus. At 11:30 *Science Headlines* is presented, followed by *University Guest*. The Seattle Art Museum's *Art For Your Sake* comes on at 12 noon. The strip concludes with *Speaking of Books*, moderated by Rev. Josiah Bartlett, minister of University Unitarian Church. Objective of programming is to provide continuity of high-quality community interest programs in the important listening period.

PER INQUIRY

New Offer Made to Stations

ANOTHER in the growing number of per inquiry advertising offers to radio stations has been reported in New York.

Stations reportedly were being solicited by the Marvel Sales Corp., of 18 E. 41st St., New York, to sell the "Little Marvel Electric Water Heater."

According to a letter sent to stations by the sales company, the heater, which can be attached to any cold water faucet, sells for $4.98. "We will allow your station $2 per sale on a per-order basis," the letter reads.

"Or we will buy time if your station will guarantee orders on the same pro-rata basis," the letter adds.

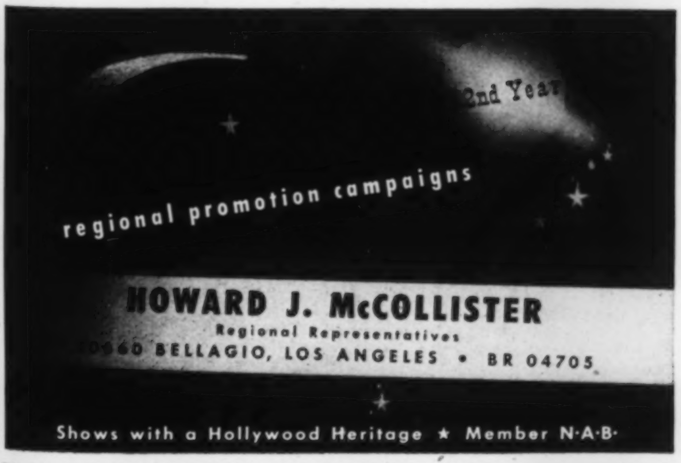
The Marvel Sales Corp. claims to have spent "over a quarter of a million dollars in magazines, newspapers and radio advertisements" in the past ten months. Attached to the letters to stations were tear sheets of advertisements which, the company said, were "appearing in leading magazines."

There was no indication in the letter that magazines were accepting the advertising on the per inquiry basis that was offerred to stations.

AL GOODMAN (seated), orchestra leader, will record exclusively for Associated Program Service in transcription field under terms of new contract. With him are two APS executives, Andrew M. Wiswell (l), vice president and recording director, and Richard S. Testut, vice president and general manager.

Protection

LEGISLATION to impose severe punishment upon anyone using radio as part of a plan to overthrow the government was proposed March 31 by Rep. Anthony Cavalcante (D-Pa.). The bill (HR 3927), which was referred to the House Judiciary Committee, would make it a crime for any person, as part of a plan to overthrow the government of the United States by force or violence, to incite contempt for the government, by use of motion pictures, publications or broadcasts. Conviction would carry a fine of not more than $10,000 or imprisonment for not more than 10 years or both.

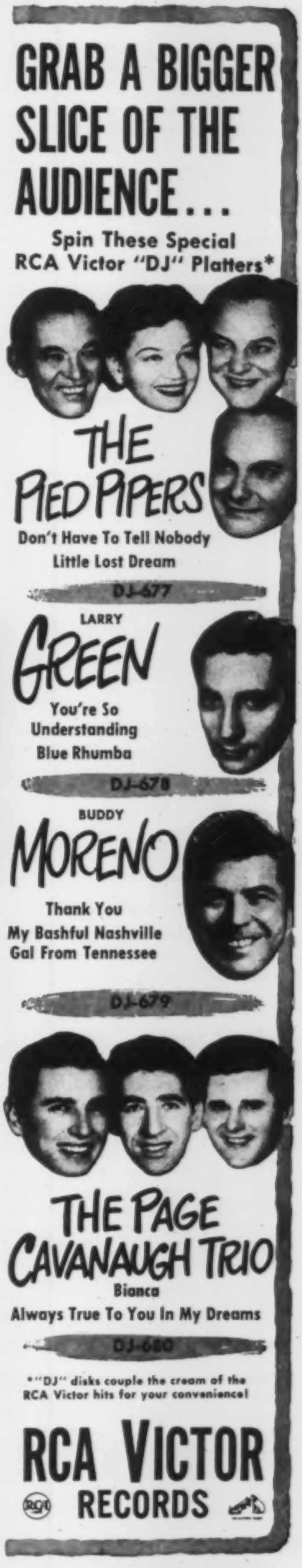


2nd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10560 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·



GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

THE PIED PIPERS
Don't Have To Tell Nobody
Little Lost Dream
DJ-677

LARRY GREEN
You're So Understanding
Blue Rhumba
DJ-678

BUDDY MORENO
Thank You
My Bashful Nashville Gal From Tennessee
DJ-679

THE PAGE CAVANAUGH TRIO
Bianca
Always True To You In My Dreams
DJ-680

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

here's how you can reach the TOP QUARTER MILLION Families in Southern California!

FROM SANTA BARBARA TO THE MEXICAN BORDER

250,000 CHOICE families have paid MORE for their radio sets to get the high fidelity reception and quality programming of FM broadcasting. KFMV REACHES THEM ALL. It is the only independent FM station broadcasting from 6000 foot Mt. Wilson, and is unexcelled in power (58,000 watts) by ANY Southern California station.

KFMV'S SPECIALIZED PROGRAMMING

is geared to the high-income high-cultural level with emphasis on classical music and good features. Examples are the West's only radio program dealing with the legitimate theater ("On Stage with Ben Kamsler"), the only broadcast on the world of art, and the exclusive release of Representative Helen Gahagan Douglas' "Your Congresswoman Reports" from Washington.

MAIL TELLS THE STORY.

Hundreds of letters are constantly pouring in from enthusiastic listeners . . . executives, movie stars, producers, doctors, professional men in the high income areas of Beverly Hills, Santa Barbara, San Marino, Bel Air, Pasadena, La Jolla.

THIS IS AN AUDIENCE THAT CAN BUY DO YOU WANT TO SELL IT?

Write TODAY for FULL Information
(Choice periods are open)

KFMV
UNION BROADCASTING CORPORATION
6540 Sunset Blvd.,
Hollywood 28, California

Class 26 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
"Lux Radio Theatre" J. Walter Thompson	Lux Soap & Flakes	CBS-153/CBC-1 (11 mos.)	1,230,710		
"My Friend Irma" Young & Rubicam; eff. August. Foote, Cone & Belding	Swan Soap Pepsodent	CBS-148-½ (11 mos.)	567,431		
"Bob Hope Show" "Corliss Archer" (summer) Young & Rubicam	Swan Soap Pepsodent	NBC-153/CBC-½	714,661		
"Hap Harrigan"	Dentrifices	MBS-2-1¼ (one time)	81		
"The Saint" Foote, Cone & Belding	Trim Hair Tonic	CBS-14-½ (Jan.-June)	37,725		
BRISTOL-MYERS CO.*			$2,101,045	$2,171,879	....
"Break the Bank" Doherty, Clifford & Shenfield	Ipana, Sal Hepatica, Mum, Minit-Rub, Benex Ammen	ABC-201-½	770,003		
"Tex & Jinx" (July-Sept.) "Duffy's Tavern" Young & Rubicam	Ipana, Trushay	NBC-160-½	666,097		
"Mr. District Attorney" Doherty, Clifford & Shenfield	Sal Hepatica, Vitalis, Ipana	NBC-160-½	664,945		
STERLING DRUG*			$1,868,772	$1,543,493	....
"Backstage Wife" Dancer, Fitzgerald & Sample	Dr. Lyons Paste, Double Danderine, Coconut Oil Shampoo, Energine Cleaning Fluid, Astring-O-Sol	NBC-146-1¼	857,031		
"Manhattan Merry Go Round" Dancer, Fitzgerald & Sample	Dr. Lyons Paste & Powder	NBC-152-½	677,158		
"Molle Mystery Theatre"	Molle Shave Cream, Double Danderine	NBC-140-½ (Jan.-June)	334,583		

Source: Publishers Information Bureau
** BROADCASTING estimate

* Additional expenditures in other product groups
† Includes all products, household soaps, etc.

Class 26

(Continued from page 134)

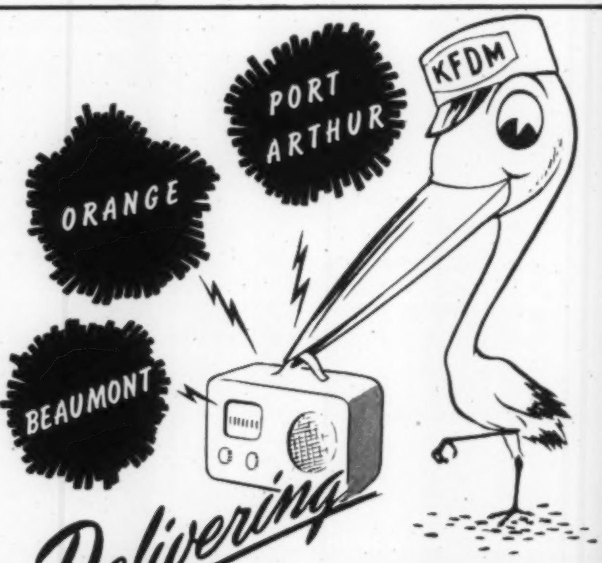
spot radio for its new permanent wave kit, Lilt.

San-Nap-Pak Mfg. Co. is using announcements and participations in eastern and midwestern markets for Lydia Grey Doeskin tissues and dinner napkins. Personal Products Corp. has a limited spot campaign for Yes tissues. New spot users this year include Sayman Products Co. (soaps and salves) and Sulfer-8 Chemical Co. (hair and scalp preparations).

Marlin Firearms Co. will use both radio and TV spots to promote its April tie-in with the American Cancer Society campaign in the greater New York area. Purchasers of Marlin razor blades will be asked to mail the empty cartons to the Society, to whom the company will pay the full price of all packages mailed between April 11 and 28 as its contribution to the drive.

TV network advertisers in the toiletries category include American Home Products sponsoring *Mary Kay & Johnny*, weekly half-hour on CBS-TV, for Kolynos and Anacin; Barbasol Co., *Week in Review*, 15 minutes a week on CBS-TV; Bristol-Myers Co. broadcasts *Break the Bank* on ABC AM and TV networks 30 minutes each Friday for Vitalis, Ipana and Sal Hepatica, and sponsors the Tuesday and Thursday *Lucky Pup* quarter-hour CBS telecasts for Ipana; Gillette Safety Razor Corp. continues to sponsor the Monday and Friday night fights on NBC-TV; Chesbrough Mfg. Co. this month started five-minute *Greatest Fights* films on NBC-TV following the Gillette fights; Colgate-Palmolive-Peet Co. has just begun sponsoring two quarter-hours of *Howdy Doody* a week, NBC-TV, for toothpaste and soap. International Cellucotton Co. (Kleenex) will shortly start a half-hour weekly TV show on ABC.

The two-hour Thanksgiving Day telecast on ABC last fall sponsored by Illinois Watch Case Co., which sponsors Groucho Marx on ABC's AM network, was so successful



Delivering A 3-CITY MARKET

KFDM—the station with a proved listening audience in an active and growing market whose industries are EXPANDING . . . DIVERSIFIED . . . PERMANENT. Located in the heart of the new and important Chemical Development, KFDM delivers the Gulf Coast Area and its three key cities!

Affiliated with ABC and LONE STAR CHAIN • 560 K.C.

KFDM DAY • 5000 WATTS • NIGHT
BEAUMONT, TEXAS
REPRESENTED BY
FREE and PETERS, Inc.

that the company has signed a ten-year contract with ABC for two-hour holiday telecasts on both Thanksgiving and Christmas, beginning in 1949.

Toilet goods sponsors of video programs and announcements, all single-market campaigns, include: American Home Products (Kolynos), Lehn & Fink Products Corp. (perfumes), Marlin Firearms Co. (razor blades), Murphy Laboratories (Evergreen Pine Soap), Owen & Minor Drug Co. (hair tonic), Riesser Co. (Venida Hairnets), Skin-Tested Drug Products (Cyl-Dent dental cream), Sterling Drug (Molle), Wildroot Co. (hair preparations).

Class 27: . . . . .Travel

EXCEPT for such institutional campaigns as those of Assn. of American Railroads and Universal Carloading & Distributing Corp., travel, hotel and resort advertising on the air is usually seasonal and local or regional. Even those campaigns are few and far between. Rorabaugh Reports for 1948 list only nine accounts in this class—three railroads, three airlines, two steamship companies and one travel agency. They used an average of 12 stations for an average length of four months. Only one, New York Central RR, is a year-round radio advertiser, using announcements on 15 stations.

In February, in addition to New York Central, Rorabaugh reported Northeastern Airlines using spots in eight New England cities and American Airlines with announcements on WWJ Detroit. Also that month, Delta Airlines used video spots on WSB-TV Atlanta and WBAP-TV Fort Worth-Dallas; Boston & Maine RR advertised its snow train with a skiers' program on WBZ-TV Boston; Colonial Airlines used spots on WABD (TV) New York and United Airlines on KPIX San Francisco.

Hotel New Yorker, New York, in March started a 13-week TV film campaign in Boston, Philadelphia, Baltimore and Washington. Beginning in May, WHEB Portsmouth and its FM station, WFMI, will carry announcements each half-hour throughout the day urging motorists to use Route 1 when traveling through Maine. Campaign, to continue through September, is being sponsored by the Southern Maine Route 1 Assn.

TV ADVERTISERS

Class 27. Transportation, Travel & Resorts

Month	Net	Spot	Local	Total
July	—	—	—	1
Aug.	—	1	3	4
Sept.	—	—	3	3
Oct.	—	—	3	3
Nov.	—	3	3	6
Dec.	—	2	4	6
Jan.	—	5	8	13
Feb.	—	4	8	12

Source: Rorabaugh Report on Television Advertising

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

NETWORK (Gross)			SPOT (Net)	
	1948	$333,616	1948	$842,000*
	1947	127,428		
	1938	34,875†		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
ASSOCIATION OF AMERICAN RAILROADS			$298,560	....	....
"The Railroad Hour" Benton & Bowles	Institutional	ABC-254-¾ (Oct.-Dec.)			
UNIVERSAL CARLOADING & DISTRIBUTING CORP.			$31,200	....	....
"American Forum of the Air" Raymond Spector Inc.	Institutional	MBS-12-½ (Oct.-Dec.)			
PACIFIC GREYHOUND LINES					
"Romance of the Highways" Beaumont & Hohman Inc.	Bus Transport	ABC-9-¼ (Oct.-Dec.)	$3,856		

Source: Publishers Information Bureau * BROADCASTING estimate † Includes entertainment

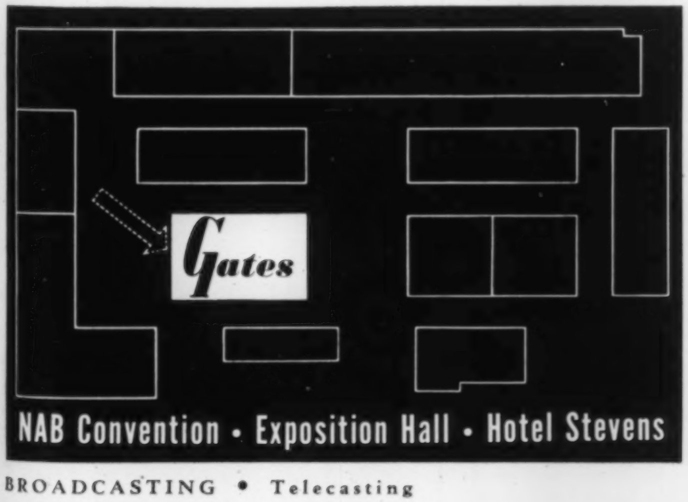
Class 28: Miscellaneous

RELIGIOUS BROADCASTS, broadcasts sponsored by labor unions, political programs and those sponsored by the makers of pet foods are among the different and dissimilar classes of broadcast advertising brought together into this final category.

Only nationwide network to provide time for commercial religious programs is Mutual. MBS during 1948, in addition to the series sponsored by the Lutheran Laymen's League, that of Voice of Prophecy and that of Radio Bible Class, as listed in the table, also broadcast *Great Scenes from Great Plays*, sponsored by the National League of Protestant Episcopal Churches, which from October through the rest of the year utilized $228,380 worth of MBS time at gross rates. A one-time broadcast, *Day of Restoration*, brought this organization's total MBS bill to $231,479 for the year.

Other Mutual religious clients were: Christian Reformed Church, half-hour Sunday morning *Back to God Hour* ($208,295); Young Peo-

(*Continued on page 170*)



NAB Convention • Exposition Hall • Hotel Stevens

WANTED!

Chance to sell farm equipment or services to

MAINE FARMERS

On Maine's most popular public service program

MAINE FARM TOPICS with JAKE BROFEE via MAINE BROADCASTING SYSTEM

★WCSH—Portland
★WRDO—Augusta
★WLBZ—Bangor
Plus affiliate
WAGM—Presque Isle.

ONE RATE—ONE CONTRACT FOR ALL—MAINE

Tuesdays, Thursdays and Saturdays now open to sponsorship
6:30-7:00 A.M.

Consult
WEED & COMPANY
Nationally
BERTHA BANNAN
New England

CLASS 28. MISCELLANEOUS

	NETWORK (Gross)	1948	$2,836,308	SPOT 1948 (Net)	$3,509,000*
		1947	4,885,197		
LEADING NETWORK ADVERTISERS		1938	361,428		

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
POLITICAL PROGRAMS			$1,213,282	....	....
"Speeches. etc."					
BBDO (Republican National Comm.)		ABC	348,771		
Warwick & Legler		CBS	340,414		
(Democratic National Comm.)		MBS	191,258		
(other agencies)		NBC	332,839		
LUTHERAN LAYMAN'S LEAGUE			$338,526	$344,764	$94,034
"Lutheran Hour" Gotham Adv. Co.	Religious Talks	MBS-360-½			
UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA			$293,854	$134,827	....
"Arthur Gaeth—News" Mack & Arnold; (eff. April 14)	Institutional	ABC-103-¼ (April-Dec.)	238,025		
Weinstein & Co.		MBS-62-¼ (Jan.-April)	55,829		
JOHN MORRELL & CO.			$292,283	$177,953	....
"Lassie"	Red Heart	ABC-155-¼	133,748		
Henri, Hurst & McDonald	Dog Food	NBC-163-¼	158,485		
RADIO BIBLE CLASS					
"Radio Bible Class" Stanley G. Boynton Adv.	Religious Talk	MBS-276-½	$289,280	$263,188	
VOICE OF PROPHECY			$279,231	$260,873	....
"Voice of Prophecy" Western Adv. Inc.	Religious Talks	MBS-269-¼			

Source: Publishers Information Bureau * BROADCASTING estimate

Miss Betty Bruns
Ted Bates, Inc.
New York City

Dear Betty:

'Twould do yer little heart good ter see our Teen Talent Time show. Yessir, ole WCHS tergether with th' sponsor, Frankenbergers men's clothing store, goes right inter th' schools and perduces variety shows. We goes from one school ter 'nother onct a week and lets th' students sing and play their gitars and harmonicies and hit's good fer ever'body. WCHS's 5000 watts carries hit all over th' place, th' station helps th' schools git a little publicity, and th' sponsor's happy, too. Jist 'nother zample o' WCHS bein' on th' ball!

Yrs.
Algy

WCHS

Charleston, W. Va.

The Texas Rangers

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

Class 28

(Continued from page 169)

ple's Church of the Air (Jan.-June) Sunday morning half-hour ($123,123); Fuller Foundation, *Pilgrim Hour*, Sunday noontime 15-minute series ($69,002); First Church of Christ Scientist (Apr.-Dec.) Saturday afternoon quarter-hour talks ($51,848); Mississippi Tabernacle, *Call of the Cross* (July-Dec.) Sunday morning half-hour ($12,944).

Valley Church of the Air uses a weekly half-hour on six Pacific Coast stations. The Methodist Home, orphanage at Waco, Tex., last fall sponsored a nine-week Sunday afternoon 30-minute series, *These Are Your Children*, on 16 stations of the Lone Star Chain, seven of the Southwest Network and three others. The Lutheran Laymen's League, which has increased its radio budget from $1,250,000 to $1,400,000 this year, uses its program abroad as well as at home and *The Lutheran Hour* is currently broadcast in eight languages to the peoples of 40 countries.

Network gross time sales of $1,208,503 for political speeches will not be approached before 1952, by which time television may be a strong contender for this type of business. The national network total was slightly more than two-thirds of the sum the campaign radio expenditures were estimated to have totaled [BROADCASTING, Nov. 1], with local and regional campaign broadcasts accounting for the remainder.

Labor had two regular programs on the air last year: Arthur Gaeth's ABC newscasts for the CIO electrical union and Dorothy Fuldheim's weekly talks sponsored on MBS (Jan.-Nov.) by the Brotherhood of Railroad Trainmen ($162,883). United Steel Workers of America sponsored a talk on wages by Phil Murray, CIO president, on MBS in May ($11,176), and the International Brotherhood of Boilermakers, Iron Shipbuilders and Helpers of America in September on ABC broadcast a program on the Taft-Hartley Law ($16,902).

"During the 1948 political campaign, radio was used extensively by the ILGWU, the UAW-CIO and Labor's League for Political Education, with the highlight a half-hour AFL show which tied in all of the affiliates throughout the country," Morris Novik, radio consultant whose clients include a number of major labor groups, told BROADCASTING. He estimated that labor spent close to $750,000 for radio activities during the year.

"All of these programs utilized, for the first time, the technique of local cut-ins," Mr. Novik reported. "The success of the radio campaign was a factor in the AFL's decision at the Cincinnati convention in November to allocate funds for a public relations campaign in 1949. At the February meeting the executive board approved the general plan for a radio campaign and designated a sub-committee to work out the details. Should these plans materialize, it will be the first time the AFL will be using radio as part of a general educational campaign rather than for some specific legislation, such as the Taft-Hartley campaign of 1947, or special political campaign, such as the last Truman campaign.

"Should these plans materialize, labor will pass the $1 million mark in 1949. My guess is that once labor starts using radio for information and education, it will find that it is the most effective and cheapest way of reaching the close to 60 million men, women and their families who are members of

Welcome to Chicago

WILLIAM G. RAMBEAU COMPANY

Radio's First Exclusive National Representative

Headquarters

STEVENS HOTEL

and

360 NORTH MICHIGAN AVENUE

An 3-5566

unions or are gainfully employed," Mr. Novik said.

Pet food network advertisers, in addition to John Morrell & Co., during 1948 included: American Bird Products Inc. (bird food), sponsoring *American Radio Warblers* (Jan.-April, Oct.-Dec.), Sunday 15-minute series on MBS with total gross time charges of $24,043; Armour & Co. (Dash Dog Food), *Stars Over Hollywood* (Sept.-Dec.), Saturday half-hour on CBS ($54,472); Carnation Co. (Fisher's Dog Food, etc.), *Aunt Mary* (Feb.-Sept.) five quarter-hours a week on NBC western stations ($101,511); General Foods Corp. (Gaines Dog Food), *Juvenile Jury* (Jan.-June, Oct.-Dec.) Sunday 30-minute programs on MBS ($202,657); Lewis Food Co. (Dog and Cat Food), *Free for All* (Sept.-Dec.) Wednesday half-hour on CBS western stations ($22,143).

Hartz Mountain Products (bird food) sponsors *Canary Pet Show*, Sunday 15-minute program, on the full Don Lee Network. And National Biscuit Co. televised the Westminister Kennel Club dog show at Madison Square Garden Feb. 14-15 in the interest of Milk Bone Dog Biscuits.

The Grand Lodge of Free and Accepted Masons of New York used a half-hour on MBS in February 1948 for a Washington's Birthday program ($656). Bernard & Walker Real Estate Agency last fall sponsored broadcasts of the Western Kentucky State College gridiron season on WLBJ Bowling Green, Ky., and Mastic Acres Inc. is currently using announcements on WPIX (TV) New York for its land development project.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28 291
Number of network commercials starting during March 1
Number of network commercials ending during March 7
Number of commercials on the four nationwide networks, Mar. 31 285

March Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
George A. Hormel & Co.	Hormel Girls' Corps	ABC	Sat. 12-12:30 p.m.	BBDO
Phillips Petroleum Co.	National Barn Dance	ABC	Sat. 10-10:30 p.m.	Lambert & Feasley
Quaker Oats Co.	Talk Your Way Out of It	ABC	Mon.-Wed.-Fri. 3-3:30 p.m.	C. J. LaRoche & Co.
Wm. H. Wise Co.	Get More Out of Life	CBS	Sun. 11:05-11:15 a.m.	Huber, Hoge & Sons
Fram Corp.	Sports Thrill of Week	MBS	Sat. 9:55-10 p.m.	Van Sant & Dugdale
Banj. Moore Co.	Your Home Beautiful	MBS	Sat. 10:30-10:45 a.m.	St. Georges & Keyes

March Deletions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Quaker Oats Co	Ladies Be Seated	ABC	Mon.-Fri. 3-3:15 p.m.	C. J. LaRoche & Co.
Toni Co.	Ladies Be Seated	ABC	Mon.-Fri. 3:15-3:30 p.m.	Foote, Cone & Belding Inc.
Beauty Facteurs Inc.	Meet the Stars	ABC	Thurs. 9:55-10 p.m.	Mackenzie Adv.
Farnsworth Television & Radio	Metropolitan Opera Auditions of the Air	ABC	Sun. 4:30-5 p.m.	Warwick & Legler
General Foods	Meredith Willson	ABC	Wed. 10:30-11 p.m.	Young & Rubicam
Texas Co.	Metropolitan Opera	ABC	Sat. 2 p.m. to concl.	Buchanan & Co.
Smith Bros.	Stop the Music	ABC	Sun. 8-8:15 p.m.	SSC&B
International Harvester Co.	Harvest of Stars	CBS	Wed. 9:30-10 p.m.	McCann-Erickson
American Tobacco Co.	Your Lucky Strike	CBS	Mon.-Fri. 3:30-4 p.m.	BBDO
Ace Markets Inc.	Songs by Great Singers	MBS	Sun. 1:45-2 p.m.	Klinger Assoc.
International Silver Co.	Adventures of Ozzie & Harriet	NBC	Sun 6:30-7 p.m.	Young & Rubicam
Pillsbury Mills	Bob Trout & the News	NBC	Sun. 4:30-4:35 p.m.	Leo Burnett Co.

ROLLINS TO ORR

Named Agency Vice President

JOSEPH R. ROLLINS, former advertising manager of Atlantic Refining Co., was appointed vice president of W. Wallace Orr Inc., Philadelphia and New York agency, effective April 1. Announcement of the appointment was made by W. Wallace Orr, agency president.

Mr. Rollins

In his new position, Mr. Rollins will devote his time to new business and account supervision.

GENERAL MILLS

Plans Baseball Feature

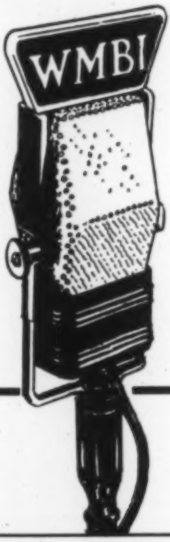
TO HERALD the opening of the baseball season, General Mills has contracted with CBS for a special one hour network broadcast April 17 to be known as *Welcome Back Baseball*. Feature is expected to become an annual event.

Featured on the program are to be Bing Crosby and Bob Hope, who are respectively vice president of the Pittsburgh Pirates and part owner of the Cleveland Indians. Joining them in the salute will be Dinah Shore, Claudette Colbert, the four Crosby sons, John Scott Trotter's orchestra and the Jud Conlon Rhythmaires.

Program is to be written and produced by Bill Morrow and Murdo MacKenzie with Ken Carpenter as announcer. Agency for General Mills is Knox Reeves Adv., Minneapolis.

BROADCASTING 23 YEARS

WMBI



PIONEER CHRISTIAN STATION

●

ORIGINATING NEARLY 250 PROGRAMS EVERY WEEK

MOODY BIBLE INSTITUTE
153 INSTITUTE PLACE
CHICAGO 10, ILLINOIS

FM BROADCASTING SINCE 1941

WEAV
PLATTSBURG NEW YORK
ABC
1000 W 960 Kc
Established 1935
Joseph H. McGilvra
Nat. Rep.

★

Sells

Consistently building sales for many national advertisers in TWO RICH trading areas . . . DAY and NIGHT

★

GLOVERSVILLE
&
JOHNSTOWN
CBS
250 W 1340 Kc
Adam J. Young, Jr.
Nat. Rep.
WENT

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY

WHB AM FM

Represented by JOHN BLAIR & CO.

DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

START THE DAY WITH A SMILE

ON WMGM

Metro-Goldwyn-Mayer's Own Station

"Start The Day With A Smile" is the name of a happy program heard six days a week on WMGM, featuring the popular musical duo of Lanny and Ginger Grey. WMGM listeners keep that smile all day—and so do the sponsors who use WMGM's power, "know-how" and showmanship to sell their products in the World's Number One Market.

WMGM
THE CALL LETTERS OF THE STARS

NEW YORK • 50,000 WATTS AM—plus FM
Represented by Radio Representatives, Inc.

POWER UNITS

Weight Cut in Half

THE weight and bulk of battery power supply units carried by engineers on remote pick-up assignments have been cut in half due to re-designing by William Dacosta, field engineering supervisor at WOR New York.

Equipment, including field amplifier, formerly carried in two cases totalling 70 pounds, can now be carried in one 35 pound case, according to Mr. Dacosta.

The new design reduces the emergency power of the set-up about 30%, but Mr. Dacosta said it still was good for three and a half hours, enough for most assignments. Extra battery packs may be made up where longer power supply is needed.

Final Decisions

(Continued from page 151)

lisher of a Batesville weekly, who owns 12.9%. The stock is owned by 12 local business and professional men and Millard G. Hardin, attorney of Newport, Ark., who has 6.4%. W. L. Landers Jr., theatre manager, is chief stockholder (16.1%). Network affiliation is contemplated.

Ownership of the denied applicants:

KRUX Glendale—Licensed to Mrs. Gene Burke Brophy, also owner of KSOL Yuma.

Desert Broadcasting Co.—Owned in equal shares by Dr. J. N. Harber of Phoenix, a retired physician; John C. Mullins, Tulsa businessman, and W. Francis Wilson, Phoenix attorney and businessman.

Niagara Broadcasting System—Owned by Gordon P. Brown, licensee of WSAY Rochester.

Great Lakes System—Owned by seven equal stockholders, all residents of Buffalo and headed by John R. Gelzer, chief announcer and assistant to program director of WKBW Buffalo. Six of the seven stockholders are employed by Buffalo stations.

Batesville Broadcasting Co.—Controlled (51.2%) and headed by O. E. Jones, owner and publisher of the "Daily Guard" and "Weekly Record." Remaining stock owned by five Batesville business and professional men and Roy W. Milum and Robert S. Wheeler of KHOZ Harrison, Ark.

Federated Publications—Licensee of WELL Battle Creek and permittee of WELL-FM. Publisher of newspapers in Battle Creek, Grand Rapids and Lansing. Albert L. Miller is president; he and his son Robert and their families control 13.27%. The stock is widely held, 62.6% being owned by persons having less than 1% each.

WSAM Saginaw—Headed and controlled by Milton L. Greenebaum (63.5%), general manager, with the remaining stock held by his wife (5%), and a group of local business and professional men. Has FM permit.

KUOA Siloam Springs—Subsidiary of John Brown U.

Station Sales Course

INSTITUTE of Radio Broadcasting, Dallas, announces a 13-week course in "Radio Station Sales Promotion, Merchandising and Public Relations," beginning May 2. Course will be taught by Elbert Haling, former WFAA Dallas-WBAP Fort Worth public relations director, and will feature guest speakers from leading Southwest ad agencies and stations.

Spot Accounts

(Continued from page 166)

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Sterling Salt	—	—	2	1
Sunrise Meats	3	3	3	3
Supplee Milk & Ice Cream	—	12	12	—
Swansdown Ginger Bread Mix	—	18	26	15
Swift's Ice Cream	85	90	93	60
Tavol	8	7	3	4
Tenderay Beef	21	20	20	21
Timberville Whole Canned Chickens	12	—	—	—
Ti—Top Bread & Cakes	93	105	107	114
Tootsie Fudge Mix	5	7	—	—
Torino Food Products	1	1	—	—
Uncle Ben's Converted Rice	1	—	—	—
Union Biscuit Co.	8	10	10	10
Van Camp's Chili Con Carne	12	12	12	12
Van Camp's New England Style Beans	12	12	12	12
Van Camp's Tenderoni	12	12	12	12
Western Md. Dairy Products	3	3	2	1
Wheaties	9	12	87	82
White Deer Flour	1	—	—	—
White Ring Flour	9	11	10	15
Wonder Bread	116	117	117	117
X-Pert Cake Mix	—	13	13	13
LAUNDRY SOAPS & CLEANERS				
Chiffon Soap Flakes	1	1	*	*
Dif Cleaners	—	6	1	1
Johnsons Glo-Coat	—	—	6	—
Johnson's Glo-Coat, Paste & Cream Wax	14	14	9	9
La France Blue Soap Flakes	1	26	1	1
Lysol	—	7	6	6
Oakite	—	2	3	16
Perk Laundry Soap	16	18	*	*
Satina	—	4	—	—
Soapine	20	14	—	—
Surface-Nu & Surface-Kleen	—	5	—	—
Strykers Granulated Soap	—	—	2	2
Swerl Suds	9	—	20	—
Swifts Cleanser	—	1	—	—
Tag Soap	15	12	8	5
Tern	5	2	—	—
Vano Household Cleanser	12	12	13	10
Werx Soap	15	12	8	5
MISCELLANEOUS				
Adler Shoes	1	1	1	1
Air France	—	—	—	—
Allison Powes Hosiery & Lingerie	—	1	1	—
American Airlines	—	—	1	—
American School	—	—	—	2
Armour & Co. (Procurement Div.)	2	2	*	*
Asam Wallpapers	1	1	1	1
Avisco	1	1	—	—
Baldwin Pianos	—	—	1	—
Banjo Snuff	21	—	—	—
Bell Telephone Co. of Pa.	59	63	72	84
Bendix Radios	42	—	—	—
Bituminous Coal Institute	1	1	1	1

1000 Watts Daytime 1140 Kc

KLPR

Oklahoma City, Okla.

"The friendly voice of Capitol Hill"

CAPITOL HILL is that part of Okla. City south of the river, composed of 85,000 people who have their own Chamber of Commerce, Civic Clubs, etc. Our phone survey shows that KLPR has more than 60% of the audience thruout the day in Capitol Hill.

There are six stations uptown in Oklahoma City and KLPR in Capitol Hill—"A City Within a City"

	AVERAGE NUMBER OF STATIONS			
	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Bond Clothes	41	40	38	*
Bug-A-Boo	10	8	13	21
Canadian Furs	3	3	2	4
Capital Airlines	9	—	—	—
Celanese	24	22	*	*
Chesapeake & Ohio RR	7	7	—	—
Chesapeake & Potomac Telephone Co.	—	2	—	—
Chick-Chick & Presto Easter Egg Colors	7	—	—	—
D. L. & W. Blue Coal	1	1	—	2
Dash Dog Food	2	2	*	*
Detroit Edison Co.	1	1	1	1
Dixon Ticonderoga Pencils	8	8	8	14
Du Pont, Francis I., & Co. (Investment Brokers)	—	1	—	—
Esmond Baby Blankets	10	10	—	—
Famous Reading Anthracite Coal	21	36	27	—
Felton Sibley Paints	3	3	3	3
First Church of Christ Scientist	131	167	166	*
French Line	—	1	1	—
Good Luck Jar Ring	—	—	13	—
Goodyear Rubber Shoe Prod.	85	68	82	83
Granite City Steel Co.	—	1	1	—
Hat Research Foundation	83	—	—	32
Howard Clothes	1	1	—	—
Hudson Paper Napkins	7	7	7	7
Illinois Bell Telephone Co.	—	1	—	—
J-O Roach Paste	—	16	3	—
Johnson's Drax	—	10	—	—
Kelvinator Appliances	4	14	4	2
Knickerbocker Federal Savings & Loan Assn.	—	—	1	1
Knox Hats	1	—	—	—
Kipper's Coke	1	1	—	1
Lansear Travel Service	—	1	—	—
M & V Carbon Papers & Ribbons	*	4	—	—
Marcel Paper Products	—	—	1	1
Marshall-Wells Paints & Appliances	17	46	45	45
Martin Rosenberger Wallpaper	22	23	19	15
Matson Navigation Lines	*	*	*	*
Metropolitan Life Ins. Co.	27	27	26	29
Michigan Bell Telephone Co.	16	16	16	16
Milk Bone	12	13	12	12
Milk Foundations Inc.	1	1	1	1
Murray, Arthur, Dancing Studios	—	—	1	—
National Shoes	5	5	6	6
Newspaper Inst. of America	*	*	*	*
N. Y. Central RR	17	15	15	15
N. Y. Mail Order Co.	—	—	—	1
N. Y. State Savings Bank	1	—	—	—
Nu-Look Paint	—	—	1	—
Paramount Pictures (Calif.)	7	8	7	—
Paramount Pictures (N. Y.)	—	—	—	36
Peeress Sheets	—	—	18	18
Pestmaster DDT	—	—	1	—
Pioneer Products Co. (Radio Special)	1	*	*	*
Playtex Panty Girdle	—	—	156	—
Prudential Ins. Co. of America	1	1	1	1
Rap-In-Wax	1	1	1	1
Regal Shoes	—	2	1	1
Rheem Mfg. Co. (Household Appl.)	—	5	3	2
RKO Pictures	2	2	2	—
Ronson Accessories	—	20	20	20
Rooster Snuff	21	—	—	—
Sage Air Refresher	—	—	—	1
Santa Fe Railway	2	9	1	—
Selznick Releasing Corp.	8	13	—	—
Smith, Alexander & Son, Carpets & Rugs	*	80	—	24

(Continued on page 184)

WEOL 1000 WATTS FULL TIME **930** KC
WEOL-FM 50 KILOWATTS **107.3** MC

Cleveland Indians Ball Games Exclusively In Lorain County

SERVING 19 COUNTIES IN NORTHERN OHIO

ELYRIA-LORAIN BROADCASTING CO.
ELYRIA, OHIO

GENTLEMEN . . . *it's mighty like trying to paint a mural on a postage stamp!*

Seriously, we're not being facetious. To tell the entire amazing *sales* story of our food-quiz program, KITCHEN KAPERS, starring the nationally-known Tiny Ruffner in just a mere advertisement is utterly fantastic!

Why, the story of *mail* alone is a whopper . . . nearly 1000 pieces a week!

And the *sponsor* list! Pardon our pointing—but look over there to the right. You've looked? All right, now look again and note the "stars". Those stars denote *renewals.* Good, sound, firm renewals.

Live audiences? Well, there was that time last month when all Philadelphia had nary a trolley or bus or taxi . . . but 453 people arrived at KITCHEN KAPERS. Oh, yes . . . it was raining, too! But you see, they had their tickets!

And to those live audiences *all* the products are *displayed* by merchandiser Bob McKenna, lately of the Great Atlantic and Pacific. Bob is the busy "man in the field" whose waking hours are filled with arranging *point-of-sale displays for* KITCHEN KAPERS advertisers . . . and inclusions of *program mentions* in 87 newspapers in 77 cities within WIP's throaty voice.

Power? And power-selling is what's needed in the food field. And power-selling is what's in KITCHEN KAPERS' five half-hours a week . . . at the high-listening hour of 10:45 A.M.

The postage stamp is completely covered, but there's lots more to tell. Won't you let our sales rep "tell all"?

★J. W. BEARDSLEY
(Codfish Cakes & Shredded Codfish)
★THE BEST FOODS, INC.
(Presto, 2-in-1 Shoe Polish, Hellmann's Mayonnaise)
★THE BORDEN CHEESE CO.
(Cheese)
H. C. BRILL CO.
(Brill's Spaghetti Sauce)
CALIFORNIA LIMA BEAN GROWERS ASS'N
★CARR-CONSOLIDATED BISCUIT CO.
★DOYLE PACKING CO.
(Strongheart Dog Food)
★DURKEE-MOWER, INC.
(Marshmallow Fluff)
★I. J. GRASS NOODLE CO.
(Soup)
HOYT BROS.
(Dumpling Mix)
★ILLINOIS PACKING CO.
(Joan of Arc Kidney Beans)
★MODERN FOOD SALES
(X-Pert Cake mixes, Instant Icing)
PLANTATION CHOCOLATE CO.
(Candy)
★SIMONIZ COMPANY
(Simoniz)
J. STROMEYER CO.
(Syrup)
WM. UNDERWOOD CO.
(Canned Foods)
★WISE POTATO CHIP CO.

Edward Petry & Co. represents us nationally.

WIP
PHILADELPHIA

35 S. 9th Street,
Phone WAlnut 2-6800

Respects

(Continued from page 100)

Supreme Court in 1932.

Mr. Clark joined the Justice Dept. in 1937, serving as special attorney in the Bureau of War Risk Litigation. The following year he was made special assistant to the attorney general assigned to the anti-trust division. In 1939, after serving as chief of the wage-hour division, Mr. Clark went to New Orleans to handle anti-trust cases.

The period from 1940 to 1942 was a busy one for the rising lawyer, and established his reputation as a trust-buster.

Appointed chief of anti-trust division's West Coast offices, he succeeded in obtaining decrees against manufacturers, distributors and varied associations. Included were a battery parts firm, Grocers' Assn., a marble company, California rice industry, Canners' League of California, Dried Fruit Assn., Evaporated Milk Assn., cement and lumber companies, fisheries, a brewer's association, tobacco distributors, Fruit Growers' Exchange and Westinghouse Electric Supply Co.

When war broke out, Mr. Clark worked closely with Lieut. Gen. John L. Dewitt, then in charge of the Western Defense Command, for relocation of people of Japanese origin. So vigorously did he prosecute cases involving Japanese aliens that, in 1942, an attempt apparently was made on his life in the form of a stick of dynamite, placed beneath his former home. Fortunately, he had already vacated the house.

In his work Mr. Clark cooperated with the Census Bureau (for count of Japanese homes by block), Agriculture (on crops they had begun before removal), and the Federal Reserve Bank (on land and mortgage aspects). His entire title was: Coordinator of Alien Enemy Control of the Western Defense Command and Chief of Civilian Staff for Japanese War Relocation.

In October 1942, Mr. Clark was named first assistant to Thurmond Arnold, assistant attorney general in charge of anti-trust. In that capacity he served as chief of the war frauds unit. The following year, when Mr. Arnold was appointed judge of U. S. District Court of Appeals for District of Columbia, President Roosevelt nominated Mr. Clark assistant attorney general in charge of anti-trust cases.

It was the trust-buster's work in war frauds, however, which caught the eye of the then chairman of the Committee on National Defense, Sen. Harry S. Truman.

That August — 1943 — he was named assistant attorney general in charge of the criminal division in a switch involving Wendell Berge, then division head. Mr. Clark held the post until June 30, 1945, on a stated policy of "no witch-hunting — practical, hard-hitting law enforcement."

On May 23, 1945, he was appointed U. S. attorney general, and while rumors of resignation have continually circulated since last November, Mr. Clark denies them emphatically.

Tom Clark has established himself not only in law enforcement but also in the field of education. Where "crime does not pay," civil rights and better citizenship do, Mr. Clark believes.

As a member of the Advisory Committee on Citizenship, he has met with prominent broadcast figures under auspices of the American Heritage Foundation which underwrote the Freedom Train's tour. It was Mr. Clark who appointed NAB President Justin Miller to the special committee two years ago.

In addition, Mr. Clark was one of the national judges in the Voice of Democracy contest (sponsored by NAB, RMA and U. S. Chamber of Commerce). He presented $500 scholarships and certificates to the winners, whom he congratulated and interviewed on their future plans.

Interested in Broadcaster

The Attorney General has evinced interest and concern in the welfare of the broadcaster. In 1946, under his leadership, four corporations and six individuals were indicted by the Dept. of Justice on charges of conspiracy to fix prices and monopolize production and distribution of variable condensers. Seeing monopoly as a conspiracy to impede development of broadcasting, Mr. Clark termed the case "important." The variable condenser industry, "although not to be classed as a basic industry, supplies a device without which the radio receiving set industry would be paralyzed." Indictment charged the firms produced and sold more than 75% of total condenser production.

More recently, last December, the Attorney General gave his blessing to the AFM-recording industry trust and labor agreements as being within the letter of the Taft-Hartley Act. Justice and Labor department approval permitted appointment of an impartial trustee to administer the union's welfare fund.

Tom Clark had one of his first tests as Attorney General in June 1946 when his department was called upon to study the AFM-WAAF [Chicago] strike case, involving legality of the Lea Act. (The Supreme Court upheld its constitutionality, and remanded the Petrillo case to Chicago District Court which found the AFM president not guilty.) Mr. Clark had appointed Otto Kerner Jr. to handle government prosecution, replacing J. Albert Woll.

In April 1947 Mr. Clark ruled that Presidential power to seize the telephone industry was implicit in the Communications Act.

The man who will address NAB this week holds a number of degrees: An LL.D from Bethany College and John Marshall College, 1945; LL.D Centre College, 1947, and LL.D. Missouri Valley College, 1948. He received a selective service medal from Gen. Lewis B. Hershey on March 19, 1946.

Tom Clark, whose appointment generally was popular at the outset, lives a simple private life in Washington. Not a flashy dresser, he is always tastefully attired. He is especially fond of bow ties, and in recent years has prefered blue serge suits for "ceremonial" occasions.

Mr. Clark married a fellow Texan, Mary Jane Ramsey of Cleburn, on Nov. 8, 1924. They have two children—Mildred, 16, and Ramsey, 21. Mrs. Clark was the daughter of W. F. Ramsey, former Texas judge and onetime chairman of the Federal Reserve Bank.

Varied Social Life

In addition to discharging the onerous duties and responsibilities of justice, the lean Texan is listed among fraternal and other organizations. He serves as counselor and member of the American Red Cross' central committee, as well as of the executive committee of the Dept. of Justice Post 41, American Legion. In September 1946 he was awarded a life membership by the post.

He belongs to country clubs ranging geographically from the wide open spaces of Texas to the perhaps more cramping confines of Chevy Chase, Md.; the University Club of Washington (D. C.); the District's famed National Press Club. His fraternal associations include Masonic (Scottish Rite, Shriner), Delta Tau Delta and honorary member, Phi Alpha Delta. In addition, he is a member of the American, Texas and Federal Bar Assns.

The Attorney General may well cherish as three of his most coveted distinctions those tendered for his fight on Communism. He holds certificates from the Army-Navy Union, oldest veterans group in America; the National Catholic War Veterans, and B'nai B'rith.

Yes KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

ALL I KNOW IS WE'RE OVER ONE OF FIVE STATES OR CANADA — I CAN HEAR KFYR LOUD AND CLEAR

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

Agencies

DON MILLER, formerly account executive for Lincoln-Mercury at Kenyon & Eckhardt Inc., Detroit, appointed vice president and manager of agency's Detroit office. Mr. Miller replaces **NEIL MULHERN** resigned.

ARTHUR CASEY joins Gardner Adv. Co. St. Louis staff as director of radio and television activities. Mr. Casey was formerly with Stix, Baer & Fuller, St. Louis, as director of public relations; director of operations for WOL Washington; executive assistant to general manager of KMOX St. Louis, and owner-manager of Arthur Casey Players, a repertory company.

Mr. Casey

HARRY B. GOLDSMITH Jr., vice president of Russel M. Seeds Co., Chicago, assumed duties as media director April 1. **ARVID H. BERGSTEN**, assistant space buyer for eight years, named space buyer, succeeding **JOHN BERLING**, who resigned after 32 years with agency. **MERLE MYERS** continues as timebuyer.

HAROLD W. GIBBS joins William S. Bishop Agency, Chicago, as vice president and account executive after working at J. Walter Thompson, also Chicago, on the public relations and financial advertising staffs for the past four years.

HELENE HEINZ, formerly with J. P. Smith Shoe Co., Chicago, rejoins M. M. Fisher Assoc., Chicago, as timebuyer.

JOHN RUSSON, with J. Walter Thompson Co. Buenos Aires office since 1943, transferred to New York office as representative on RCA account.

ROBERT B. MASSON, formerly with ABC, Grant Adv. and Kudner Agency, joins radio and television department of Young & Rubicam, New York.

ED BRAUN, formerly freelance copywriter, joins Brisacher, Wheeler & Staff, Los Angeles, as copywriter.

C. RALPH BENNETT, creative director of all accounts at Fred Gardner Co., New York, appointed vice president and principal in agency. Mr. Bennett was formerly faculty member at U. of Minnesota, and copy executive with McCann-Erickson, Maxon Inc., and director of promotion for Street & Smith publications.

Mr. Bennett

WILLIAM STERLING joins Young & Rubicam's Hollywood television department. He was formerly with Paramount Pictures publicity department and production assistant to Louis de Rochemont, director at 20th Century-Fox.

JAMES HEFFERNAN, formerly partner in Milne-Heffernan Inc., Seattle, joins Guild, Bascom & Bonfigli, San Francisco, as an account executive.

JACK ROBINSON, formerly vice president of Buckley, Dement & Co., Chicago, joins Conley, Baltzer & Steward, San Francisco, as an account executive.

DAVID SCOTT named manager of Hoefer, Dietrich & Brown, San Francisco.

ANNE HOHMAN, formerly account executive with Beaumont & Hohman, Los Angeles, transferred to agency's San Francisco office as assistant administrative executive.

CONNIE TASHOF, formerly with WWDC Washington, joins Kronstadt Agency, Washington, as account executive.

SALLY CRAMER, formerly creative service director on Revlon account at McCann-Erickson, New York, joins Robert W. Orr & Assoc., New York, as account executive.

HARING CHANDOR, formerly in book and magazine publishing field in both editorial and advertising capacities, joins Smith, Smalley & Tester, New York, as account executive.

JACK HOOD, formerly co-owner of Davis-Hood & Assoc., Los Angeles, joins Jordan Co., same city, as account executive.

SPORTS

Bill Would Exempt Aired Events From Interstate Category

TWIN BILLS to exempt organized professional sports from interstate-commerce classification arising out of sports broadcasts or telecasts were introduced in the House last Tuesday.

The identical measures, by Reps. Wilbur D. Mills (D-Ark.) and A. S. Herlong Jr. (D-Fla.), would add a new subsection to the anti-trust provisions of the Communications Act and thus exempt organized pro sports from anti-trust prosecution. Hearings may be started April 14 by the House Interstate & Foreign Commerce Committee, according to Chairman Robert Crosser (D-Ohio).

Rep. Mills said the legislation is designed to resolve current confusion on baseball's anti-trust aspects and in effect to assure the legality of the so-called reserve clause in player contracts.

Passage might also affect the outcome of the Justice Dept.'s current study to determine whether the anti-trust laws are violated by current baseball practices with respect to radio and television rights.

Rep. Mills said the legislation resulted from current damage suits which baseball is facing. The suits were filed by three players who were suspended from organized baseball for jumping to the Mexican league. Each complaint charges that baseball is interstate commerce through the use of radio and television.

The bills would add the following to Sec. 313 of the Communications Act:

> No organized professional sports enterprise shall by reason of radio or television broadcasts of sports exhibitions, or by reason of other activities related to the conduct of such enterprise, be held to be engaged in trade or commerce among the several states, territories and the District of Columbia, or with any foreign nations, or in activities affecting such trade or commerce, within the meaning of any law of the U. S. relating to unlawful restraints and monopolies or to combinations, contracts or agreements in restraint of trade or commerce.

Religious Radio

TEN $150 fellowships to NBC summer radio institutes were announced April 1 for those active in religious radio. Eligible are those planning or providing sustainers for state and city federations of churches and ministerial associations or other inter-denominational agencies.

***More* LISTENERS**
***More* INFLUENCE**

The perfect sales combination. Give your product a chance on the station that holds more listeners and sells more merchandise.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

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5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

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WIOD
FIRST IN MIAMI

ACTIONS OF THE FCC

APRIL 1 TO APRIL 6

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization
CG-conditional grant

April 1 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Hennock)

Cecil W. Roberts and Jefferson County Radio and Television Co., Festus, Mo.—Granted petition to dismiss application for CP; removed from hearing docket application of Jefferson County Radio and Television Co.

Cowles Bcstg. Co., Des Moines—Granted petition for leave to amend application for TV CP to specify revised trans. site; accepted amendment.

WPTW Piqua, Ohio—Dismissed as moot petition requesting setting aside grant of application of Home Bcstrs Inc., Logansport, Ind.

Fall River Herald News Pub. Co., Fall River, Mass.—Granted petition for leave to amend application for TV construction to specify revised trans. site; accepted amendment.

Boston Metropolitan Television Co., Boston; King Bcstg. Co., Seattle; KCMO Bcstg. Co., Kansas City; Television California, San Francisco; Massachusetts Bcstg. Co., Boston—Granted petitions insofar as they request 30-day extension of time to file answer to petition of Twentieth Century-Fox of New England Inc., Boston, of California, San Francisco, of Washington, Seattle, of Missouri, Kansas City, of St. Louis, for declaratory order; extended time to April 22; denied petition of Massachusetts Bcstg. Co. insofar as it requested that 30-day extension of time to answer should run from date of possible denial of petition of March 18 which requested that Twentieth Century petition be dismissed.

KGEM Boise, Ida.—Granted petition for leave to amend application for mod. CP specify revised DA system; removed application from hearing docket.

April 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGHF Pueblo, Col.—Mod. CP increase power etc. for extension of completion date.

KMAC San Antonio—Same.

License for CP

WGLS Decatur, Ga.—License to cover CP new AM station.

WEAM Arlington, Va.—License to cover CP increase power etc.

AM—920 kc

Rural Bcstg. Co. Ltd., Wahiawa, Oahu, T. H.—CP new AM station 920 kc 1 kw unl. AMENDED re stockholders.

AM—1580 kc

Southland Bcstg. Co., Atmore, Ala.—CP new AM station 1080 kc 250 w D. AMENDED to request 1580 kc.

AM—1350 kc

K C S B San Bernardino, Calif.—CP change 1350 kc 500 w D to 1350 kc 500 w unl. AMENDED to request DA-N.

AM—1590 kc

Olney Bcstg. Co., Olney, Tex.—CP new AM station 1410 kc 250 w D. AMENDED to request 1590 kc.

Assignment of License

KWFC Hot Springs, Ark.—Assignment of license from Clyde E. Wilson to Spa Bcstg. Co. Inc.

KXXL Reno, Nev.—Assignment of license from Edward Margolis, Frederick W. Kirske, Byron J. Samuel d/b as Station KXXL to Chet L. Gonce.

KHBR Hillsboro, Tex.—Assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon d/b as Hill County Bcstg. Co. to William Solon Snowden and Ross G. Bohannon d/b Hill County Bcstg. Co.

Transfer of Control

WSFT Thomaston, Ga.—Transfer of control of Thomaston Bcstg. Co., licensee, from R. E. Hightower to Julian T. Hightower and estate of William H. Hightower Sr.

AM—1300 kc

WFLB Fayetteville, N. C.—CP change from 1490 kc 250 w unl. to 1300 kc 1 kw unl.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

WACE-FM Chicopee, Mass.—Same.

WGAL-FM Lancaster, Pa.—Same.

WIZZ Wilkes-Barre, Pa.—Same.

KSDS San Diego—Same.

WJIZ Hammond, Ind.—Mod. CP new FM station to change ERP to 8.93 kw.

WICA-FM Ashtabula, Ohio—Mod. CP new FM station to change ERP to 52.5 kw.

License for CP

WPOE Elizabeth, N. J.—License to cover CP new FM station.

WENY-FM Elmira, N. Y.—Same.

WIMA-FM Lima, Ohio—Same.

WQAN-FM Scranton, Pa.—Same.

Modification of CP

WJAC-TV Johnstown, Pa.—Mod CP new TV station for extension of completion date to Oct. 30.

TENDERED FOR FILING

AM—1310 kc

WDXI Jackson, Tenn.—CP change from 1310 kc 1 kw unl. to 1310 kc kw-D 1 kw-N.

Transfer of Control

WHTB Talladega, Ala.—Transfer control of 60% common stock from Melvin Hutson to R. A. Davidson.

KTOW Oklahoma City—Transfer of control of Sooner Bcstg. Co., licensee, through issuance of additional stock to several of present stockholders.

APPLICATION DISMISSED

AM—1190 kc

Biloxi Bcstg. Co., Biloxi, Miss.—DISMISSED March 29 application for CP new AM station 1190 kc 250 w D.

AM—1350 kc

KCSB San Bernardino, Calif.—DISMISSED March 29 application for assignment of license from Woodrow Miller to Town Crier Bcstrs. Inc.

AM—1490 kc

Birney Imes Jr., Cleveland, Miss.—DISMISSED March 30 application for CP new AM station 1490 kc 250 w unl.

April 4 Decisions . . .

DOCKET CASE ACTIONS

AM—910 kc

Announced decision granting application Phoenix Bcstg. Inc. to change facilities KPHO Phoenix, Ariz., from 1230 kc 250 w unl. to 910 kc 5 kw unl. and denial of application Desert Bcstg. Co. Inc. for new station at Phoenix 910 kc 5 kw unl. and application of Gene Burke Brophy to change facilities KRUX from 1340 kc 250 w unl. to 910 kc 5 kw unl. and move main studios of that station from Glendale to Phoenix, Ariz.

AM—1340 kc

Anounced decision granting application White River Valley Bcstrs Inc. for new station at Batesville, Ark. to operate on 1340 kc 250 w unl., subject to cond. that within 60 days from date of grant applicant file application for mod. CP, specifying trans. site and ant. system meeting requirements of standards. Application Batesville Bcstg. Co. Inc. for same facilities is denied.

Announced decision granting application Lockport Union-Sun & Journal Inc. for new station at Lockport, N. Y., 1340 kc 250 w unl.; denial of application of Niagara Bcstg. System for same facilities at Niagara Falls and application of Great Lakes System Inc., Buffalo. Lockport grant is made subject to cond. that applicant within 60 days from date of grant file application for mod. CP specifying trans. site and ant. system meeting requirements of standards.

April 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYOR San Diego—Mod. CP increase power etc. for extension of completion date.

Assignment of License

WCOG Greensboro. N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Greensboro, N. C. Inc.

WAYS-AM-FM Charlotte, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Charlotte, N. C. Inc.

WKIX Columbia, S. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Columbia, S. C. Inc.

AM—1310 kc

WDXI Jackson, Tenn.—CP change from 1310 kc 1 kw unl., to 1310 kc 5 kw-D 1 kw-N unl.

(Continued on page 185)

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

SERVICE DIRECTORY

Custom-Built Equipment
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Now 1000 WATTS
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REWARD!
To reward your listeners and yourself at the same time, give MICRO-LITE, the miniature keychain flashlight. Imprinted with your name and given as a premium, it is the best good will builder in the business. And its cost is negligible. (It has also worked wonders for stations themselves.)
For promotional plans tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B4.
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26 Years' Experience in Radio Engineering
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& ASSOCIATES
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ORdway 8071
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Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

California isolated 250 watt successful network station needs manager, preferably between 32 and 40 years old with business, sales, organization, all-round experience. Salary $100 weekly to start, possible opportunity later to take part ownership. Full details and picture first letter. Box 643a, BROADCASTING.

Salesmen

Good opportunity for experienced salesman with 1000 watt independent near Chicago. Send photo, qualifications, experience, salary desired. Box 615a, BROADCASTING.

Salesman—Established southern California independent, fulltime 5000 watt. Interested experienced salesman, successful background. Attractive proposition, qualified man. Send particulars including references, picture, previous experience, education, etc. Box 642a, BROADCASTING.

Salesman—Established 5000 watt ABC station in large midwest market has opening for man with successful record in handling local accounts. Give full particulars, references, picture, etc. Box 690a, BROADCASTING.

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

Asst. sales manager needed by new, growing station in Ohio. Accent on sales and public relations job. Very good arrangement for right man. Interview necessary. Send background in letter first. Box 704a, BROADCASTING.

Sales and promotion man for national wire news service to handle Indiana and Ohio. Excellent opportunity with growing concern. Some news experience desirable. Car desirable. Must contact radio stations, others interested in news service. Write for interview and describe qualifications. Box 713a BROADCASTING.

Salesman—1000 watt fulltime network affiliate, Atlantic seaboard city, seeks experienced radio time salesman. Only one salesman now on staff. Over 300 local accounts available to newcomer. Excellent opportunity for settled man desiring guaranteed income and permanent future. Station executive head is twenty year radio veteran. There'll be careful screening and no drinkers, floaters of arm chair high pressure wonders need apply. This is a real spot for man who likes radio and knows how to sell it. Present your case in person at NAB Convention by leaving where you can be contacted at Broadcasting Magazine headquarters, Hotel Stevens, Chicago. Address application there to "Interview". Otherwise send application with full details to Box 726a, BROADCASTING.

An outstanding 250 AM and 3000 FM operation with excellent coverage in good market enjoying public acceptance desires experienced salesman or sales manager $75.00 weekly salary plus commissions. $150.00 weekly quite possible. Send picture and full information first letter. All inquiries confidential. Write George Adkisson, General Manager, KOKX, Keokuk, Iowa.

Salesman — Experienced advertising salesman. Must be able announce if desired, sober, on the job. Permanent berth to right man. Installing FM now. Write full details Station WBUY, Lexington, N. C.

Independent station—with news, music and live local programming, aggressive promotion, needs salesman to translate all this into **$$$$$**. Want a man who can sell NOW; no time to spend months cultivating. Attractive proposition for capable man. Immediate opening. Contact Walter M. Windsor, at WGBA, Columbus, Ga., or at NAB Convention in Chicago.

If you have had several years radio time sales experience and want to make from $8000 to $15,000 per year, send complete information and photo to Earl Harper, WNOR, Norfolk, Virginia. Top drawing account to men we select.

Help Wanted (Cont'd)

Announcers

Experienced commercial announcers with ability to handle sound salable news shows. Progressive midsouth 5 kw network affiliate. Fair starting salary, pleasant surroundings. Send complete background, salary requirements, photo to Box 574a, BROADCASTING.

Farm station in small midwest town needs announcer, preferably with rural background, who can do all-round job including news, market reports, ad lib interviews, and western music disc shows. Real opportunity for a man who wants future in rural radio. Send full details, picture, and disc. Box 625a, BROADCASTING.

Experienced newscaster who can write and deliver news for regional network. Salary up to $400.00. Send aircheck, photo, qualifications, references, ratings, to Box 697a, BROADCASTING.

Announcer—Michigan station with national network has permanent, well paying position for capable, experienced announcer. Send qualifications, salary expected, audition disc and photo to Box 721a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

Announcer-engineer, accent on announcing with CBS affiliate under union contract. Send disc and particulars to KBOW, Butte, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

WAIM, Anderson, S. C., wants staff announcer. Demands topflight work, and is willing to pay for it. Address Glenn P. Warnock, Mgr.

Experienced announcer. Handle own controls $50.00 to start. Automatic increase. Personal interview only. WEIM, Fitchburg, Mass.

Announcer, musical training, wanted by east coast station, CBS affiliate. College graduate preferred. WCUM, Box 360, Cumberland, Maryland.

How good are you? If you're proud of your air work, and if you're versatile enough to fill the opening in the staff of our independent aggressive station, we can make it worth your while. First man whose experience, physiognomy and audition qualify him will get a good job. Rush material to Walter M. Windsor, at WGBA, Columbus, Ga., or contact personally at NAB Convention in Chicago.

Immediately — Combination man for network station. Send salary requirements, background and disc. WMLT, Dublin, Georgia.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Announcer—production wanted by east coast station, CBS affiliate. Must be experienced in local programming. College graduate preferred. WCUM, Box 360, Cumberland, Maryland.

Technical

Engineer—250 watt Virginia network station. Experience, preferred but not necessary. References, background, salary expected, first letter. Box 633a, BROADCASTING.

Wanted—Engineer for 10 kw FM transmitter 10 miles from city. Apartment provided. Single man can save good part of salary if he desires by doing own cooking. Car desirable. Give complete details first letter. Box 641a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Combination man for midwest daytime. Give details including salary. Box 689a, BROADCASTING.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Two combination engineer-announcers. Salary to match ability. Send full information first letter. WEEB, Southern Pines, N. C.

First class operator—no announcing. Transmitter operation and occasional remote and recording work at combined AM-FM operation. Prefer man with car. Contact William R. Atkinson, Chief Engineer, WGBA, Columbus, Ga. at once.

Production-Programming, others

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Portland's favorite station wants—We need a man or woman to handle classified ad department planned for our station soon. Our city is in the hundred twenty five thousand class, we are fulltime independent, aggressive and willing to give the right man or woman a fine opportunity. Make us an offer. Box 665a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

A young woman to conduct a woman's shopping program. The girl we are looking for must live in and be available for an interview in New England. She must be experienced, having knowledge of merchandising and salesmanship. She must be able to write and conduct a five a week series. This is an unusual opportunity for the right girl who is seriously interested in conducting a shopping program. Send complete background to Dick Bronson, Program Director, WPOR, Portland.

Situations Wanted

Managerial

Commercial manager 16 years radio and newspaper sales and management qualifies me for commercial manager's position with large regional or clear channel station. Excellent references. Contact at NAB convention through Broadcasting office or write Box 620a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and supervision. Understands successful station operation. Excellent references. Midwest preferred. Box 587a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Manager 15 years radio and newspaper, experienced all departments, strong on sales, capable executive, management and ownership experience, network and independent, metropolitan and small market. Solid family man, 2 children. Excellent references. Contact at NAB Convention through Broadcasting office or write Box 619a, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Progressive, thoroughly experienced, must change due to sale of station. Ideas, ability. Married, vet, 29, college. Prefer small town net or independent. Reply Box 652a, BROADCASTING.

Manager. Now administrative and program director of highly successful major market independent. Sales background. Economy minded. Ten years radio. College graduate. Would invest. Any size market or station. Top references. Results guaranteed. Box 634a BROADCASTING.

Manager has administrative-commercial experience, education and present employer recommendations to do a job for you. Box 644a, BROADCASTING.

Manager-program director—Let a radio man run your station. Twelve years experience in all phases of broadcasting, learned the hard way, both old and new operation. Married. Now employed. Box 649a, BROADCASTING.

Manager—Qualified to direct all phases of operation of low or medium powered stations from CP into operation, including engineering. Married and dependable. Highest recommendations. Bo 671a, BROADCASTING.

Manager—Chief engineer team. Tw experienced career radio men. Capabl of building your new CP or of takin over your present situation and solvin your personnel problem. Reply Bo 653a, BROADCASTING.

Manager—Eight years experience al phases. Desire permanent location i small or medium market. Top references. Age 29, married. Presentl station relations representative, national organization. Box 692a, BROADCASTING.

Manager, experienced in sales, programming, promotion, with a strong administrative background and kno how, executive for seven years. Available immediately, 34 years of age, married. Best references. Box 696 BROADCASTING.

Manager desires change to smaller city Presently manager kw major city. Bo 709a, BROADCASTING.

Salesmen

Salesman—Experienced, ambitious, fin appearance, best of references. Writ stating proposition. Box 627a, BROADCASTING.

St. Louis connection desired for famil reasons. Can do top job for station o national representative. Over ten year sales experience. Now with successf midwest 5 kw. Box 632a, BROADCASTING.

Several years radio experience, sales man and continuity writer. Prefe working as team on metropolitan station. One writes shows, commercial other sells them. Have concrete evidence regarding qualifications and accomplishments. Box 674a, BROADCASTING.

Salesman — Seven years backgroun including commercial manager, sport and staff announcing. Dependable conscientious family man. Age 32, Ex-G Box 680a, BROADCASTING

Announcers

Announcer—28, married, 2 years experience network affiliate. Good commercial and all-round staff man. Don expect to make a million—just a livin wage. Midwest only. Presently employed. Disc upon request. Box 487 BROADCASTING.

Announcer, 22, single. Experience wit network, double on continuity. Kno board. Prefer Texas station. Box 510 BROADCASTING.

Experienced — News, staff, specialize college sports, Class B baseball, co lege education, family, consider al Texas or coastal preferred. Box 558 BROADCASTING.

Announcer, producer, DJ, newsma with 8 years experience desires Gre Lakes area. $80 plus talent. AFR Available April 15th. Box 586 BROADCASTING.

Combination announcer-engineer wit first phone wants change to Kentucky Missouri area. Presently employed married. Disc on request. $65.00 minimum. Box 610a, BROADCASTING.

Announcer-writer-actor, 27, 3 year BBC and SABC experience, desire similar situation in Manhattan. Resum on application. Box 630a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — Experienced. Presently employed 1000 watt NY station. All phases. Seek staff position with northeastern station only. Top commercial delivery. Disc on request. Box 636a, BROADCASTING.

Experienced announcer-program director-continuity. 250 network 1000-indie. Specialities: news-children's. Requests-poetry. College grad-pro actor-single-veteran. Box 637a, BROADCASTING.

Experienced announcer. Desires to move to a larger market into union station. Two years in radio, general announcing including ad lib remotes, news and morning disc jockey. Several years background as violinist-vocalist popular and semi-classical. Education, Boston University and announcing course NBC. Box 639a, BROADCASTING.

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Sports announcer. Ten years play-by-play. Top Hooper sportscast. Box 645a, BROADCASTING.

Announcer — Thoroughly trained all phases. Good, resonant voice. Disc, photo available. Box 648a, BROADCASTING.

Staff announcer, young, single. Desires position with 1 kw station. Limited exp. Disc available. Box 655a, BROADCASTING.

Do you need a good all-round announcer specializing in play-by-play? Experienced in all types announcing and console operation. Box 656a, BROADCASTING.

Announcer — Experienced all phases. Complete play-by-play all sports. Box 657a, BROADCASTING.

Experienced sportscaster, play-by-play baseball. East preferred. Box 662a, BROADCASTING.

Sportscaster, topflight play-by-play, steady, energetic, smooth delivery, all sports second nature, 27, well-groomed, pleasant voice, plenty of personality. Adds up to $$$ for you. Now with 5 kw NBC station. Box 663a, BROADCASTING.

Announcer, 5 years experience. All-round man. 27, married AFRA scale. Box 669a, BROADCASTING.

Recent graduate, single, fine voice and experience, eastern territory. Box 675a, BROADCASTING.

Announcer, 24, eligible for veterans' training, college background in journalism. Some radio experience. Prefer east or south. Disc, info on request. Box 676a, BROADCASTING.

Extremely competent, thoroughly educated announcer. Heavy on sales. Finest network references. Available immediately. Box 678a, BROADCASTING or phone Stanley 8465-R, Berwyn, Ill.

Veteran, completed 14 months training, needs experience. Available for on-the-job training or what-have-you as announcer-writer. Married. Will travel anywhere. Box 682a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportsman. Clear projecting voice. Box 683a, BROADCASTING.

Displaced person, marooned deep in Dixie, wants emancipation. Topnotch announcer, first class license, capable technician. 2½ years with network affiliates. Versatile, stable, married. References from present employer. $75.00. Box 684a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced as operator, top newscaster, disc jockey, west preferred. Box 686a, BROADCASTING.

Young, experienced, single announcer. 1 year plus at 5 kw CBS affiliate. Willing to travel. Box 688a, BROADCASTING.

How! No waste words, long story short. Young chief trickle tongue hunts happy hunting grounds progressive young station. Experienced, reliable, disc or tape on request. Box 699a, BROADCASTING.

Announcer — Music director-librarian. Network, independent experience. Good music adlib, disc jockey. Personable, 28, single, radio-music degree, references. Box 700a, BROADCASTING.

Situations Wanted (Cont'd)

Young, but have experience in staff announcing, DJ work and writing. Ambitious, versatile and will take any reasonable offer. Prefer midwest but will travel. Box 703a, BROADCASTING.

Sports announcer. Ten years topflight play-by-play, sportscast. Box 708a, BROADCASTING.

Staffer, three years experience, seeking opening in east. Special emphasis commercials, news. University graduate, single, 25. Excellent, complete references with photo and disc on request. Box 710a, BROADCASTING.

Announcer - newscaster - copywriter - market editor. Law graduate. 6 years in radio. 37, married. Steady, sober, cooperative, with best of references. Recently member of news department of large midwest station. Seeks permanent position. Box 714a, BROADCASTING.

No sleepless nights when your programs are in capable hands. If you need an experienced, confident, dependable, conscientious, production-minded announcer at your mikes and turntables contact Box 715a, BROADCASTING.

Experienced young announcer, now working, seeks spot with progressive station. Box 716a, BROADCASTING.

Stop right here—Announcer experienced in commercial copy, DJ news. Some knowledge of console, continuity writing. Graduate leading announcers school, Radio City, N. Y. Young, single, will travel. For disc, details, write Box 717a, BROADCASTING.

Look no further. Sparkplug announcer, 24, university degree, intelligent delivery; experienced in all phases of staff announcing and writing. Single; will travel. For details write Box 718a, BROADCASTING.

Announcer, single, vet. One year's experience. Looking for good steady job and will travel. Box 720a, BROADCASTING.

Student desires summer announcing job. Available June 11. Seeking experience. Willing to work. Write Box 723a, BROADCASTING.

Available immediately, one year's experience. News, commercials, sports, disc shows, board operation, single, will travel, disc on request. Box 724a, BROADCASTING.

Newscaster-announcer, single, 24. AB Degree in radio-speech from state university. Experienced, 1 kw urban and rural stations. News leg and casting, plus announcing, panel operating. Give me a month's trial. Fred Baker, Strongsville, Ohio—phone 5932.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer, one year experience, MBS affiliate. Single, 24, operate console. Prefer midwest. Michael Gulla, 5009 S. Talman Ave., Chicago. Republic 7-5791.

Announcer—One year commercial experience plus radio college background. Available immediately. John Somers, 71 Gale Ave., Elgin, Illinois. Phone 6230Y-3.

Announcer, 27, single. Experienced two local stations, announcer Mutual affiliate. Can run board. Specialize sports, good music. Desire 100 mile radius Wash., D. C. John S. Low, 1711 18th St., N. W., Washington 9, D. C. DUpont 6447.

Experienced announcer, play-by-play and top DJ. Former sports director for metropolitan New York station. Married. College. Willing to travel for job that offers a future. Raymond A. Somers, 528 Rahway Ave., Woodbridge, N. J.

Capable announcer with some experience. Willing to work. Disc available. Will travel. Reply 1822 Oak St., Quincy, Illinois. Ph. 5799W.

Technical

Experienced engineer. Florida stations notice. Offer, please. Box 573a, BROADCASTING.

First class phone license, young, any position considered. Box 589a, BROADCASTING.

Hold first telephone, second telegraph amateur licenses. Any position considered. Box 590a, BROADCASTING.

Young man with first class telephone license, desires position in broadcasting. Box 591a, BROADCASTING.

Situations Wanted (Cont'd)

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Engineer, 38. Married. Fourteen years experience studio, transmitter, recording, etc. Box. 629a, BROADCASTING.

First phone, second telegraph, ex-ham. 17472 hours study & experimentation. 800 chief coastal radio-telegraph. 320 state police. 21910 ham. 82201 radio repair. 480 acting chief broadcast. 480 control room. 3057 broadcast. Doherty amplifier etc. Married. No liquor. No car. Box 631a, BROADCASTING.

Chief engineer position desired. My 15 years experience in broadcasting including 10 years as chief engineer in a responsible position would assure you of competent engineering and supervision. Thoroughly experienced in studio, recording and transmitter supervision and operation. Have installed and adjusted two directional antenna stations and one FM station and have a good background in television. My particular experience would provide you with the control necessary to build and operate a television station on the most economical basis. If business-like control of engineering interests you please write for additional details. Box 635a, BROADCASTING.

Holder of first phone, single, finished 2 years of radio school. Willing to travel. Voice for possible announcing. Any reasonable offer considered. Box 646a, BROADCASTING.

Competent engineer seeks permanent position in midwest. Chief of 3000 watt independent FM station. Construction AM, FM, studio experience. Excellent references. Box 660a, BROADCASTING.

Chief engineer—seeks position in established station or one with CP, medium or low powered. Fourteen years of varied broadcast experience includes construction, operation and maintenance. Married. Top references. Box 672a, BROADCASTING.

Combination man, married, 26, 2½ years experience. Prefer southeast. Box 673a, BROADCASTING.

Engineer, veteran, married, age 37, two years experience in broadcast including remotes, control board and recording. Ham 19 years. Presently employed. Desire position in midwest or west. Box 677a, BROADCASTING.

Engineer-announcer would like to specialize in engineering still make living. Experienced, competent, versatile. Interested TV, FM. Ready for suggestions. Write Box 694a, BROADCASTING.

Engineer-announcer. First phone. Sober, reliable. Family man. Good references. Available approximately May 15. Housing essential. Box 711a, BROADCASTING.

Holder of 1st phone, single, willing to travel. No experience except two years electronic school. Box 719a, BROADCASTING.

Engineer—First phone, second telegraph. 5 years marine operator. Want permanent position. Gene Luce, Scottsbluff, Nebr.

Situations Wanted (Cont'd)

Engineer with first phone desires location in Texas, southwest Louisiana, or New Mexico. Complete training in operating a fully equipped broadcast studio, disc training, all phases of broadcast engineering including building. repairing broadcast transmitters. Graduate of two radio schools. Cleatus E. Barnett, Route 2, White Plains, Kentucky.

1st phone, single. Desires work as engineer. Don Biskup, Orleans, Nebr.

Veteran. Have first phone, but no experience. Will travel anywhere. Write James Coll, 51 Columbus Ave., New York, N. Y.

Operator, first license, four years general broadcast experience. Want transmitter job. Age 30. Single. Location not important. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Promotion—Advertising manager or ass't. 8 years topflight promotion, publicity, advertising and exploitation experience. Talented writer, creative idea, contact man. Able to plan, develop and execute campaigns. Available May 1st. Box 628a, BROADCASTING.

Audience researcher, 33. Excellent personality. Five years internal-external survey experience. NBC trained, Broadcast Measurement Bureau, former employer. Columbia University educated. Box 647a, BROADCASTING.

News editor available. Tops on developing local coverage. Six years radio news editor and commentator. Newspaper background and foreign service. Unmarried, sober, steady, congenial. Mature voice. Large, small city. Now Atlantic coast. Box 650a, BROADCASTING.

Newscaster-editor. Nearly 10 years of newspaper and radio reporting. With 50 kw. News director, 5 kw, college graduate. Want position where good news coverage, writing, and broadcasting are important. Box 654a, BROADCASTING.

News, special events, program director, three years experience. Have done all major big nine sports. Write news and continuity. Excellent references. Available immediately Chicago area. Box 658a, BROADCASTING.

Continuity writer — married, college grad. Two weeks' notice. Box 666a, BROADCASTING.

Topflight copy chief who writes punch copy that sells every type of merchandise. Presently employed, experienced all phases, seeks change with opportunity for advancement. All offers considered, will locate anyplace. Box 661a, BROADCASTING.

Experienced copywriter with 5 kw regional net station. Highly commercial. Also nwsp. and radio news background. Single, vet, 28, Univ. grad. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

(*Continued on next page*)

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Situations Wanted (Cont'd)

Radio writer, successful, will handle assignments free lance only. All types commercial copy, spots and jingles, and dramatic shows both fictional and factual. Send specific assignment for trial. No snags involved. If you like my writing, I can keep it coming-fast, original, vivid tailored to fit your requirements and budget. Box 668a, BROADCASTING.

Girl Friday available immediately. Experience includes all phases radio with emphasis on sales, traffic and copy. Good secretary. Also have radio bookkeeping experience. Single. Age 28. Job more important than salary. Box 679a, BROADCASTING.

University graduate in radio-speech desires position involving dramatic talent, her main field of interest. Training included writing, directing, and presenting all types of programs. Box 691a, BROADCASTING.

Program director—Experienced. Background of eight years in production, management, sales, music. Desire permanent location in medium market progressive station. Reasonable salary. Married man, 29. Presently station relations representative, national organization. Box 693a, BROADCASTING.

Program director with top record available now. Ten years experience in all phases, administration, personnel and supervision no problem. Age 33, married veteran. Interested only in permanent position. Excellent references. Box 695a, BROADCASTING.

Experienced copywriter. Can also write and produce sports shows, local variety, other programs, pinch-hit announcing. College graduate, married. Good reason for making change. Prefer station in small city. Copy, script samples on request. Please state salary and future prospects. Box 667a, BROADCASTING.

Experienced radio newswriter. Newspaper plus 5 kw newspaper station background. Know production techniques. Single, vet, 28, jour. degree. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

Dramatic scripts from catalogue or written on assignment. Will contract station or network. J. M. Parham, Box 1230, Winston-Salem, N. C.

Television

Salesmen

TV sales and production. January-April, 1949, Philadelphia billing: $40,000. Married, age 33, college background, will travel. Eight years sales (2 in television). Station and agency experience. Best references. Complete brochure available. Box 712a, BROADCASTING.

Announcer

Announcer-writer-producer, versatile. In announcing: outstanding feature is a pleasing selling punch. In writing: directness and originality, in production: thoroughness and showmanship. Network experience. Will travel and send disc, photograph and scripts. Box 687a, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-producer-writer employed by NBC AM affiliate desires TV position. Little Theatre background, own air shows, married, 28, photo, disc available. Box 681a, BROADCASTING.

Technical

Cameraman—Trained in TV studio, first class phone, ten years amateur and repairman. One year experience in AM-FM transmitter operation and maintenance, studio control, remotes and recordings, 29, married. Desire permanent position with TV station or CP holder. Best references. Box 626a, BROADCASTING.

Television engineer, BS degree, IRE associate, 1948 earnings $5880, desires TV station executive or supervisory position near family in southeast. Nine years experience covers development, installation, operation at pioneer television station and has the "knowhow" derived from pre-war experimental and present-day commercial telecasting. Record of qualifications sent on request. Box 608a, BROADCASTING.

For Sale

Stations

For sale—250 watt Florida independent station. Profitable operation. Only cash offers considered. Box 706a, BROADCASTING.

Minority or controlling interest, thriving independent central Pacific Coast 250 watter, beautiful building, grounds, city site, apartment in connection, CP 1000 watts forced sacrifice. Box 722a, BROADCASTING.

Control of 1000 watt daytime station Newport, R. I. exclusively serving community 60,000 wth 1500 businesses $10,000. Information advanced only those who appear personally. WRJM.

1000 watt daytime station for sale. Large southern city. Contact M. Berman, 40 E. 41st St., New York 17, N. Y.

Equipment, Etc.

Lehigh 170′ tower will support television or FM antennas—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

FM exciter complete with multipliers to 20 watts output on FM band. Made by leading equipment manufacturer. Good for making composite transmitter. $450. Write for description. Box 651a, BROADCASTING.

A RCA pylon type FM antenna No. BF-11A for use in the 88 to 97.4 megacycle band. Power gain of 1.5—price, $250 fob, Louisville. Box 659a, BROADCASTING.

G. R. 916a RF bridge like new, Ferris 22A signal generator with Ferris 450B amplifier. Box 702a, BROADCASTING.

DuMont 274 oscilloscope, and two RCA MI-4856 lateral pickups. Will sell at low price. Box 707a, BROADCASTING.

Overstocked with two WE 109A reproducer groups, complete with two new heads, $125.00 each or first best offer. WOTW, Nashua, N. H.

For Sale (Cont'd)

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—2 tone arms for RCA 70B turntables complete with pickup heads and filters plus 2 spare RCA 70B diamond point heads MI #4856 $150.00. Blaw-Knox 80 ft. self-supporting type H-21, non-insulated, heavy duty tower, spread 10′4″, designed to support a type 54A four bay, eight unit W. E. Cloverleaf FM antenna, new 600′ single conductor new versital telerium parkway cable, 2/0 stranded, AWG 600V on reel —$225.00 f.o.b. Flint. Chief Engineer, Radio Station WFDF, Flint 3, Michigan.

For sale—Western Electric transmitter, type 405B1 with spare tubes. ASSO 300 foot Blaw-Knox self-supporting tower complete with lighting. Will sell separately. WKAR, Michigan State College, East Lansing, Michigan.

Tower, self supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

Two RCA 70-C1 turntables with RCA BA-2C booster amplifiers including plugs and cables. Contact WRZE, York, Pennsylvania.

Will sacrifice modified GE FM transmitter 88-108 mc, 1 kw rating, complete including tubes, $1000. GE monitor $250. Call Wash., D. C. TE 9087 or write Box 727a, BROADCASTING.

For Sale — Complete 16m/m camera equipment including two cameras (one cine-special, one Bell and Howell 70), complete lens complements, Zoomar lens, motor drives, 200 feet and 400 feet magazines, tripods, etc. Disposition as a package preferred. Address inquires Box 728a, BROADCASTING.

Wanted to Buy

Wanted—1 kw late model AM transmitter. State all details. No composite job. Box 624a, BROADCASTING.

Wanted—Boonton 160A "Q" meter, General Radio type 1001a or 805 signal generator ballantine model 300 voltmeter. Box 670a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Wanted to buy, used console, in good condition. W. G. Jones, WRQN, Vidalia, Ga.

Miscellaneous

Station wants reputable, honest P. I. deals with agency listing which can be checked. Can do good for you if you guarantee to do right by our listeners. Send to Box 705a, BROADCASTING.

Employment Service

Needed immediately. 18 anncr/eng's to $325. 7 salesmen to $10,000. 9 announcers to $75. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Managerial

KEY MEN

ATTENTION! New stations or others interested in acquiring a complete staff of experienced radio personnel, with a proven record of successful operation. Economy-minded general manager, program director-disc jockey par excellence, experienced combo man, news editor-commentator of network caliber, commercial manager. These are all men uniquely equipped by training and experience to solve any problems presented in your locality. This is a package deal; a congenial, loyal organization of men who know their business and have worked together as a team over a period of time, with an enviable record of success. Lease arrangement preferred; will consider purchase with modest down payment, or straight salary with share of profits. Available immediately. Will go anywhere. Not afraid to tackle a station now in the red. Let us hear from you. Riley Gibson, 451 Cajon, Redlands, Calif.

For Sale

Stations

Due to illness, owner must dispose of CP for AM station in California on excellent channel. Immediate reply necessary.

Box 664a, BROADCASTING

CP FOR SALE

$12,500 AM and FM midwest metropolitan market AM clear channel low frequency. Must have prompt action. Manager available too if desired. Contact at NAB Convention through Broadcasting's Chicago office or write.

BOX 618a, BROADCASTING

Equipment, etc.

Western Electric 1 kw, 503 B-2 FM transmitter, complete with crystal for 100.3 Mc. operation and two complete sets tubes, as delivered from factory never unerated. Immediate delivery at less than list price. Also, Western Electric 5A monitor.

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Midwest Network Opportunity $400,000.00

One of the most outstanding properties of its kind in the United States. This long established top network facility has everything—a fine record of large earnings, a beautiful plant, an enviable reputation for public service and advertising results. It completely dominates one of the midwest's richest and most desirable markets. Priced at a very low ratio to earnings.

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For Sale (Cont'd)

Equipment, Etc.

FOR SALE

1 two fifty watt General Electric FM transmitter, type 4BT-1T. 1 set of new tubes for same. 1-BM-1A General Electric FM frequency and modulation monitor. 1 set of new tubes for same. One General Electric 1 bay circular antenna. One General Electric matching section. 80 feet ⅞ inch coaxial cable. One coaxial pressure gauge with relief value. Four ⅞ inch coaxial straight couplings. One 90 degree angle with copper extensions.

The above equipment for sale FOB, KGKL, San Angelo, for $4,250.00.

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FCC FUNCTIONS

Transfer of Common Carrier Urged

PROPOSAL that FCC devote itself exclusively to broadcast problems —with common carrier functions transferred to an expanded Federal Power Commission to be termed Federal Utility Regulatory Agency— has been made by Harry R. Booth, Washington attorney specializing in administrative law.

The proposal is made by Mr. Booth in a comprehensive article which appeared April 7 in the *Public Utilities Fortnightly* which is titled, "Do We Need a Separate U. S. Radio and Utilities Commission." At one time chief of the FCC's rate section, Common Carrier Division, Law Dept., Mr. Booth would revert the FCC back to its original authority over radio matters exclusively. With the Hoover Commission proposing to switch some of the FPC authority to Interior Dept. that agency would be in a better position to assume the common carrier tasks, he believes.

Mr. Booth states in his article that "It is hardly open to dispute that the growing importance of radio and television, and the momentous and major issues now before the Communications Commission and the industry, now require that the agency be in a position to give far greater attention to radio problems than in 1934." He says "the real issues would seem to be whether the agency should be free to give radio problems its exclusive consideration."

Mr. Booth points out that merely because FCC "believes that it is up to date in dealing with telephone and telegraph regulatory problems, does not mean that they do not take so much of the time of the Commission that they retard . . . the handling of its predominant and greater responsibilities over the broadcasting industry."

Mr. Booth also believes that the common carrier regulatory problems are of sufficient importance that they should be controlled by an agency "which is not as overwhelmed by the demands . . . of unrelated problems."

Publicity Utilities Fortnightly is published by Public Utilities Reports Inc., 1038 Munsey Bldg., Washington 4, D. C.

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

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1826 Barnett Rd., L. A. 32
CA. 13609

I have been producing Spanish language programs in South California for the past 15 years and am one of the best known Mexican announcers. I write the copy and cut the transcriptions myself. Have a number of very fine clients and agencies now.

NETWORK STATION FOR SALE IN NEW YORK STATE

One station * Good Earnings * Reasonably Priced * Financing can be arranged * Market not affected by television.

Box 701a BROADCASTING

MAIL ANALYSIS

RR Report on Radio Offer

COMPLETE analysis, indicating types of listeners, of mail response received in answer to a radio offer has been compiled by the Assn. of American Railroads.

Early in March the association offered a free copy of the new edition of "Quiz on Railroads and Railroading" to listeners on its *Railroad Hour*, aired over ABC. During a three-week period following the announcement, 38,874 requests were received.

In analysing these requests the association found: 87% were from adults (62% from men and 24.8% from women); more than 14% included comments on the program, of which 5,554 were wholly favorable, nine mixed and only one unfavorable.

It was possible from the requests to identify the occupations of 5,752 individuals. Of these, 3,467 were teachers or students; 436 were professional people; 994 were businessmen; 554 were railroad employes; 34 were from libraries, and the balance were in mixed categories.

The association's report also stated that a number of the request letters referred to the program's commercials, "and in every case where this was done, the comments were favorable."

Broadcasters Syndicate

SEVEN new stations have joined the Broadcasters Program Syndicate according to Bruce Eells, general manager. They are WJW Cleveland; CJDC Dawson Creek, B.C.; KVVC Ventura, Calif.; KSYL Alexandria, La.; plus following members of the Arrowhead Network in Minnesota: WHLB Virginia, WMFG Hibbing, WEBC Duluth.

WOL Washington was credited by Police Commissioner Robert J. Barrett with providing principal promotional effort of Police Boys Club campaign. Club exceeded its $225,000 goal by $31,000.

An Outstanding Buy

Quotation from comment by Mr. Albert Zugsmith, Executive Vice President of The Smith Davis Corporation, and one of the nation's leading authorities on radio station values, who examined data on this West South Central network station.

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis *President*

Albert Zugsmith *Exec. Vice Pres.*

317 South 16th Street, Philadelphia, Pa.
KINGSLEY 6-1132

New Business

CROSLEY DIVISION, Avco Mfg. Corp., Cincinnati, for Shelvador refrigerators, sponsoring extensive spot campaign using singing commercials on 211 stations in all distributor cities. Campaign will be carried in April by Crosley, with spots being made available on cooperative basis during May, June and July. Radio allocation is part of an extensive campaign for Shelvador which Crosley has scheduled this year, and which will include a half-hour television show on all TV stations on air. Agency: Benton & Bowles, New York.

FRENCH LICK SPRINGS HOTEL, West Baden, Ind., contracts for three 15 minute programs per week on WCSI(FM) Columbus, Ind., for broadcasts of Glen Paxton, hotel organist, direct from hotel lobby. Contract is for 52 weeks and marks hotel's first use of radio. Contract placed direct.

L. BUCHMAN Co., New York, manufacturer of pillows and comforters, sponsoring television spot campaign on WCBS-TV New York, effective April 21. Agency: Fuller & Smith & Ross, New York.

U. S. BEET SUGAR Assn. appoints Foote, Cone & Belding, San Francisco, for extensive campaign to promote beet sugar. Radio will be used.

CHEMICALS Inc., Oakland (Vano liquid starch), appoints Garfield & Guild to promote new product called Dura Starch, a plastic, long-lasting form of starch. Initial campaign will use radio exclusively and business will be placed on programs featuring home economists.

MARIN DELL MILK Co., San Francisco, appoints Russell, Harris & Wood Inc., San Francisco, to handle advertising. Radio will be used.

THE SAN FRANCISCO *Chronicle* appoints J. Walter Thompson Co., San Francisco, to handle advertising. Radio will be used.

HUNT FOODS Inc., Los Angeles (food products), completed plans for $200,000 campaign for "Hunt's Heavenly Peaches," in New York market. Radio will be used. Agency: Young & Rubicam, New York.

P. BALLENTINE & Sons, Newark, N. J., to share in sponsorship of telecasts of home baseball games of Philadelphia Athletics and Phillies with Atlantic Refining Co., starting this month. Games will be telecast alternately over three Philadelphia stations. Agency: J. Walter Thompson Co., New York.

PACIFIC MUTUAL LIFE INSURANCE CO., Los Angeles, April 8 started five-weekly series of five two-minute films on Los Angeles TV stations. Extension to Seattle and San Francisco contemplated. Ray Patin Productions is preparing films. Agency: Foote, Cone & Belding, Hollywood.

J. B. ROERIG & Co., Chicago, through Stanton B. Fisher Inc., New York, starts spot campaign in New York market. On behalf of Amion tooth powder, firm has purchased three participations weekly on WCBS' *Hits and Misses;* five participations weekly on WOR's *Barbara Welles Program* and five station breaks weekly, and five weekly participation on *Kathie Norris Program* on WABD (TV).

LOUIS ROTH & Co., Los Angeles (Menons Clothing manufacturer), sponsoring 45-second spots on KNBH (TV) Los Angeles, with plans to expand to other western markets in near future. Contract is for 52 weeks. Films are produced by Caston Productions, Los Angeles. Agency: Ted H. Factor Agency, Los Angeles.

R & H BREWING Co., Staten Island, N. Y., begins sponsorship of Monday night boxing matches from Eastern Parkway Arena on WPIX (TV) New York, effective today (April 11). Contract is for 13 weeks. Agency: Paris & Peart, New York.

MARK MORRIS TIRE Co., San Francisco, appoints Wakefield Adv. Agency, San Francisco, to handle advertising. Radio will be used.

JACOB RUPPERT BREWERY, New York, through Biow Co., New York, to sponsor series of five minute sports highlight films on WPIX (TV) New York, preceding telecasts of New York Giants' games on that station. Films produced by Frederic W. Ziv Co., Cincinnati.

PHILADELPHIA NATIONAL LEAGUE BASEBALL CLUB appoints Weightman Inc., Philadelphia, as agency for Phillies' 14 farm clubs. Weightman Inc. now is placing radio advertising for parent Phillies club.

SCHINE HOTELS Co., New York (hotel chain), appoints Robert W. Orr & Assoc., New York, to handle advertising. Radio will be used.

PILLSBURY MILLS Inc., Los Angeles, sponsoring five weekly quarter-hours of ABC *Surprise Package* on two Oregon affiliates, KEX Portland and KUGN Eugene, Mon.-Fri. (2:15-2:30 p.m. PST) for 52 weeks. Globe Mills Div. of Pillsbury sponsors same segment of program on other ABC Pacific Coast stations [BROADCASTING, March 14] Agency: Leo Burnett Co., Chicago.

VIC HENDLER, Philadelphia distributor of appliances and tires, appoints Weightman Inc., same city, to handle advertising. Radio and television will be used.

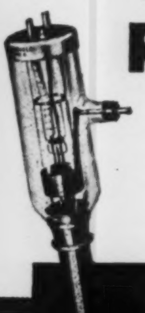
KELVINATOR Div., Nash-Kelvinator Corp., Detroit, Mich., renews Edwin C. Hill's *The Human Side of the News* for 52 weeks, effective April 25, on 127 ABC stations. Agency: Geyer, Newell & Ganger, New York.

SHERWIN WILLIAMS Co., Cleveland, Ohio, for its paints, including Kem-Tone and Kem-Glo, appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1. Media plans have not been released.

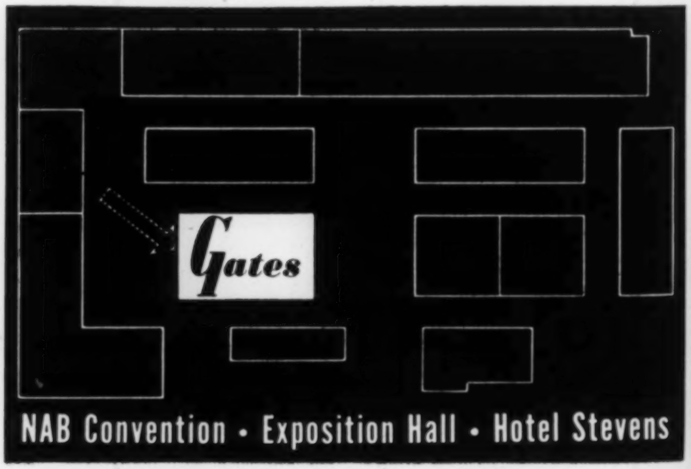
CRIBBEN & SEXTON Co., maker of Universal Gas Ranges, appoints Christiansen Adv. Agency, Chicago, to handle advertising. Radio and television will be used beginning next fall.

When you think of
REPLACEMENTS

NOT RESPONSIBLE FOR HATS & COATS



RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
[illegible]



NAB Convention • Exposition Hall • Hotel Stevens

NAB Agenda

(Continued from page 40)

NAB Committee Meetings

8:30-11:30 a.m.—
Sales Managers Executive
Small Market Stations Executive .... PDR 1
9-11:30 a.m.—
Employer-Employe Relations Executive .... PDR 20
Program Executive .... PDR 14
Public Relations Executive .... PDR 3
Research .... PDR 22
NARBA .... PDR 21
Standards of Practice .... PDR 6
Radio News .... PDR 12
12-30-2 p.m. .... Luncheon Grand Ball Room
Presiding—Justin Miller, NAB President
Welcome—Howard Lane, WJJD Chicago, Chairman, Convention Site and Policy Committee
Address—Wayne Coy, Chairman, FCC

2-5 p.m.—
Sales Session .... 8th Street Theatre
Presiding—A. D. Willard Jr., NAB Executive Vice President
Honorary Chairmen—Eugene Thomas, WOIC (TV) Washington, Chairman, NAB Sales Managers Executive Committee
Simon Goldman, WJTN Jamestown, N. Y., Chairman, NAB Small Market Stations Executive Committee
2:05 p.m.—"*Radio Today,*" Mr. Thomas
2:20 p.m.—"*It Can Happen Here*"—A Panel on Competitive Problems in Selling
Moderator—Maurice B. Mitchell, NAB Director of Broadcast Advertising
Panel Members—Don Menke, General Manager, WEOA; Martin Leich, Operations Manager, WGBF; John A. Englebrecht, General Manager, WIKY. All of Evansville, Ind.
2:50 pm.—"*A Department Store Makes Radio a Basic Medium*"—Howard P. Abrahams, Director of Sales Promotion and Display, NRDGA
3:05 p.m.—"*New Techniques for Successful Retail Radio,*" Lee Hart, Assistant Director, NAB Broadcast Advertising Department
3:20 p.m.—*Management's Responsibility to Radio's Selling Effort*"—Maurice B. Mitchell
3:40 p.m.—"*A Forecast of Business*"—Leo Cherne, Leo Cherne Assoc., New York
4 p.m.—"*Selling the Small Market Station*"—Simon Goldman
4:15 p.m.—All Radio Presentation—*Panel Members*—Gordon Gray, WIP Philadelphia, Chairman; Lewis Avery, Avery-Knodel, New York; Victor Ratner, Vice President, CBS, New York; Julian Haas, KARK Little Rock, Ark.; William B. Maillefert, WVET Rochester, N. Y.
5 p.m.— Adjournment
8 p.m.—
FM Session .... 8th Street Theatre
Presiding .... Justin Miller
Chairman—Leonard L. Asch, WBCA Schenectady, Chairman, FM Executive Committee
Panel Members:
Dr. W. R. G. Baker, Vice President, General Electric Co.
Ted Leitzell, Sales Promotion Manager, Zenith Radio Corp.
Everett L. Dillard, President, Continental FM Network
Cy Braum, Engineer in Charge of FM, FCC
Sam Lesner, Radio Editor, Chicago Daily News
Miss Linnea Nelson, Chief Radio Timebuyer, J. Walter Thompson Co.
Leonard Marks, General Counsel, FM Assn.
William E. Ware, KSWI Council Bluffs, Iowa, President, FM Assn.
Harold Blodgett, Vice President, Patroon Broadcasting Co., WBCA
Frank E. Pellegrin, National Sales Manager, Transit Radio Inc.
Paul A. Walker, Commissioner, FCC

Tuesday, April 12

9 a.m. to 5 p.m. .... Registration Exposition Hall
Exhibits and Displays .... Exposition Hall and 5th Floor
10 a.m.—
Public Relations Session .... 8th Street Theatre
"*Public Relations at the Management Level*"
Presiding .... A. D. Willard Jr.
Chairman—Frank King, Chairman, NAB Public Relations, Executive Committee
Introduction .... Mr. King
10:10 a.m.—"*PR in Programs Means Public Relations*"—Harold Fellows, WEEI Boston
Introduction .... E. R. Vadeboncoeur, WSYR Syracuse
10:25 a.m.—"*News: Prestige Through Reliability*"— Sig Mickelson, WCCO Minneapolis, President, National Assn. of Radio News Directors
10:45 a.m.—"*Employe Public Relations*"—Richard P. Doherty, Director, NAB Employer-Employe Relations Dept.
11 a.m.—"*You and Your Town*"—Robert T. Mason, WMRN Marion, Ohio
11:15 a.m.-12:00 noon—Panel Discussion—Mr. King, Mr. Fellows, Mr. Mickelson, Mr. Mason, Mr. Vadeboncoeur, Mr. Fair, Mr. Doherty, Mr. Richards
12:30 p.m.—
Luncheon .... Grand Ball Room
Presiding .... Justin Miller
Address .... Tom C. Clark, Attorney General of the United States
2:30 p.m.
NAB Business Session .... 8th Street Theatre
Presiding .... Justin Miller
2:35 p.m.—"*Broadcasting in Puerto Rico*"—Jose Ramon Quinones, WAPA San Juan, President, Puerto Rican Broadcasting Assn.
2:55 p.m. — "*BMI — A Report*" — Carl Haverlin, President, Broadcast Music Inc.
3:15 p.m.—"*Broadcast Measurement Bureau*"—General Discussion
4:30 p.m.—Resolutions—
5 p.m.—Adjournment
7 p.m.—Reception .... Normandie Lounge
6 p.m.—Annual Banquet .... Grand Ball Room

Wednesday, April 13

10 a.m.—
Television Session .... 8th Street Theatre
A discussion of various phases and operating problems of television
Presiding .... Justin Miller
Chairman .... George B. Storer, President, Fort Industry Co.
Panel Members:
Terry Clyne, Vice President Biow Agency
Henry Grossman, Manager, Television Operations, CBS
E. Y. Flanagan, Vice President in charge of operations, WSPD and WSPD-TV Toledo
Elaine Phillips, Manager Film Procurement Fort Industry Co.
Stanlety Hubbard, President, KSTP and KSTP-TV St. Paul

FM DELETIONS

Two More Drop Facilities

TWO MORE FM authorizations were deleted by the FCC last week to raise the total number of drop outs this year to 56. Newly cancelled were WVNJ-FM Newark, N. J., and WMIL (FM) Milwaukee.

In surrendering its conditional grant, WVNJ-FM stated that the 1 kw power assigned by the Commission, maximum allowed under its Class A allocation, would not serve the city of Newark satisfactorily. Station was owned by Newark Broadcasting Corp., licensee of WVNJ there.

Permit for WMIL (FM), assigned to Myles H. Johns, expired March 1 and no reason for withdrawal was given, FCC said. Mr. Johns operates WOSH Oshkosh, Wis.

Newark Broadcasting, in its request to drop WVNJ-FM, told the Commission its contract with the union engineers would make it necessary to employ additional engineers for operation of the FM transmitter although the AM and FM transmitters are in the same building and adjacent to each other. WVNJ-FM is not in position to incur any such additional expense, the station stated.

Present AM outlet has been financial burden and continuation of FM plans would jeopardize proper development of WVNJ, the firm said.

WRITE • WIRE • PHONE
for details on the new
★ ★ charlie ackerson show ★ ★
★ He Sings ★ He Talks ★ He Sells ★

Not since "Smilin' Ed McConnell" and "Singin' Sam" has there been so much potential sales success wrapped up in one neat, listenable, priced-right package!

This boy is ready . . . with girl trio and six piece Russ David Orchestra . . . to do a powerful selling job on high fidelity transcriptions . . . for you! Let us send you a record—today!

SPECIAL TO STATION MANAGERS!
Ask us about our Lew Preston Trio transcribed library of Western Ballads, Novelty, Spirituals, Hymns, Folk, Southern and variety songs! Over 100 tunes ideal for individualized programming.

Premier
RADIO ENTERPRISES
3033 LOCUST STREET • NEWSTEAD 3555
ST. LOUIS 3, MO.

IT'S A
GREAT DAY
WITH WLAV and
WLAV-FM

GRAND RAPIDS

• WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
Power Plus Perfection FM

WMIX - WMIX-FM
940 94.1
MT. VERNON, ILL.
"Covering Southern Illinois like a blanket of snow"
PROGRAM-WISE CLIENT-WISE

CAUTION
BEFORE
SPEED
KTUC • 1400
Tucson

MAC BALDY

39 5 MINUTE SHOWS

Written by:
MYRON SMITH
Directed by:
JACK WEIR LEWIS
Featuring:
BILL KLINE

FREE COURTESY SPOTS

MONARCH
PROGRAM LIBRARY, INC.
933-A Milwaukee Way
Denver 9, Colorado

Send $2.50 deposit for audition record or write for additional information.

THE TALL SHOOTER

WIL

BLANKETING
THE
ST. LOUIS AREA
5,000
POWERFUL WATTS
DAY AND NIGHT

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

Spot Accounts

(Continued from page 173)

AVERAGE NUMBER OF STATIONS

	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
Southern States Iron Roofing	12	—	—	—
Speakman Plumbing Fixtures	—	1	1	1
Stevens, Patricia, Modeling School	6	9	6	6
Stromberg-Carlson Radios	1	—	—	—
Strongheart Dog Food	20	15	13	*
Tom McAnn Shoes	10	10	10	*
Thompson's Hush Puppy Mix	—	2	—	—
2-In-1 Shoe Polish	25	22	3	3
Union Bag & Paper Corp.	4	4	—	—
Union Electric Co. of Missouri	—	—	4	4
United Airlines	2	4	3	1
Valley Church of the Air	6	6	6	6
Van Raalte Products	—	—	1	1
Viscose	—	—	—	1
Wabash RR Co.	—	—	—	1
Waltham Watches	*	*	*	*
War Assets Administration	16	17	—	—
Wesson Houseware	—	1	1	—
Weatherseal Screens & Storm Windows	—	—	6	5
Wisconsin & Michigan SS Co.	—	—	7	—
World Airways Inc.	—	—	1	1
Wurlitzer Music Stores	1	—	—	—
PUBLICATIONS				
Colliers Magazine	—	—	—	113
Coward-McCann Inc.	—	—	—	1
Day, John P., Inc. (Real Estate)	—	—	—	1
Doubleday & Co.				
Champlain View Garden	—	1	—	—
Dollar Book Club	61	—	8	1
Etiquette Book	—	—	—	1
Family Reading Book	—	—	—	1
High Self-Taught	—	2	—	5
Literary Guild	2	—	—	1
Live a New Life	—	—	—	1
Modern Home Medical Adviser	—	—	—	1
Mystery Book	—	—	—	1
Opera Book	—	10	5	4
Greystone Press	—	—	—	1
Omni Book Inc. (Books)	20	—	—	2
Oxford University Press (Books)	—	—	—	1
Putnam's, G. P., Sons	—	—	—	1
Rinehart & Co. Inc. (Books)	—	—	—	1
Science Illustrated	2	2	—	—
Simon & Schuster & Co.	—	—	—	1
Times-Columbia Distributors Inc.	—	—	—	1
Unicorn Press	—	—	—	119
Wise, William				
Children's Encyclopedia	—	—	—	*
Cook Book	—	—	2	*
Handy-Man's Guide	19	21	10	*
Knitting Book	5	—	—	*
Modern Encyclopedia	6	2	—	*
Modern Home Physician	16	26	15	*
Popular Home Decorator	—	—	—	*
Popular Educator	—	—	—	*
Practical Mathematics	—	—	—	*
Sewing Book	9	5	—	*
World Famous Paintings	—	—	—	*
Ziff-Davis Publishing Co.	—	—	—	1
RETAIL				
A & P Food Stores	2	1	1	1
Bennett, Richard, Inc. (Men's Apparel)	—	1	1	—
Big Star Super Markets	9	9	—	11
Doubleday Book Shops	—	—	—	1
Gamble-Rabinson Stores	22	—	—	—
Grand Union Food Stores	13	11	11	11
Kay Jewelry Co.	2	2	2	2
Lee, H. D. Co. Inc.	2	2	2	2
Rogers Food Stores	9	9	—	11
Schrafft's	—	—	—	1
Smith's Store (San Francisco)	1	1	2	1
TOILET REQUISITES				
Admiracion Shampoo	1	—	—	—
Barbasol	3	2	2	2
Castle Soap	—	1	—	—
Daggett & Ramsdell Products	1	—	—	—
Durham-Enders Razors	1	1	1	1
Fleets Chap Stick	—	—	—	1
Forhan's Toothpaste	—	—	—	11
Gem Blades	—	—	—	5
Kranks Shavekreem	7	8	14	30
Krashe Facial Oil	2	2	2	2
Kreml	—	—	—	1
Listerine Shaving Cream	3	1	—	—
Listerine Tooth Paste	3	1	—	—
Star Blades	—	—	—	3
Tartan	—	—	40	—
Woodbury Facial Soap	2	2	2	2

COY

Addresses N. Y. Rotary

BROADCASTING's progress gives assurance that "as we return to a buyer's market and as new products must be introduced to the public, business will have at hand an advertising medium that is keeping pace with its needs," FCC Chairman Wayne Coy declared Thursday.

Addressing a luncheon meeting of the Rotary Club of New York, Mr. Coy noted that the number of stations has "almost tripled" since the war and "in another two or three years . . . will have quadrupled." He pointed out that American business spent more than $500 million on radio advertising last year.

He told the Rotarians that "television will be your most compelling advertising tool" and "may prove to be the . . . cheapest when measured by sales made per advertising dollar invested."

The FCC chief envisioned "one or more television stations in every one of the nation's 140 major market areas" within two years. He predicted "close to 400" operating TV stations by the end of 1951.

He said he was "hopeful" that the solution to television's current technical problems and the need for more channels can be found "in the very near future."

Chairman Coy spoke on "The Stake of American Business in Our Communications System." He reviewed the complexity of the telephone, telegraph, radio and allied communications fields, and the scope of regulatory problems involved.

DC DST Approved

DAYLIGHT savings time was authorized for the District of Columbia March 31 when President Truman signed S135 following Senate and House approval. D. C. commissioners will establish fast time beginning April 24, with District reverting to standard time Sept. 25.

CHICAGO
AUDIENCE FACTS

Sunday
10:00 to 10:30 AM
WIND 22%
Network A. . . . 15.7%
Network B. . . . 10.0%
Network C. . . . 8.2%
Network D. . . . 5.7%

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day

FCC Actions

(Continued from page 176)

Applications Cont.:

License for CP

KING Seattle—License to cover CP increase in power etc.

TENDERED FOR FILING

SSA—900 kc

WKYW Louisville, Ky.—SSA 900 kc 1 kw-D 100 w-N unl. for period ending not later than Nov. 1.

AM—1270 kc

WLBR Lebanon, Pa. — CP change from 1270 kc 1 kw D to 1470 kc 1 kw unl. DA-N.

Transfer of Control

WWSO Springfield, Ohio—Transfer of control from Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, S. A. Cisler Jr. and Robert Shaw.

April 5 Decisions . . .

DOCKET CASE ACTIONS

AM—740 kc

Announced decision granting application of All-Oklahoma Bcstg. Co. for new station at Tulsa, Okla., 740 kc 50 kw-D 10 kw-N unl. DA and denial of application of KUOA Inc. for new station at Siloam Springs, Ark., 740 kc 10 kw unl. DA; Tulsa grant subject to engineering cond.

AM—790 kc

Announced decision granting application of Booth Radio Stations Inc. for new station at Saginaw, Mich., 790 kc 1 kw unl. DA, and denial of application of Federated Publications Inc. for same facilities at Lansing, Mich.; also denied application of Saginaw Bcstg. Co. to change WSAM Saginaw from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-2. Adopted memorandum opinion and order denying petition by Lake Huron Bcstg. Co. (WKNX Saginaw) for reopening of record in proceeding for purpose of taking further testimony concerning qualifications of Booth Radio Stations Inc. and adopted order granting motion of WSAM to withdraw pleadings, exceptions etc. in above proceeding.

BY THE SECRETARY

KULP El Campo, Tex.—Granted assignment of license from Louis Thurmond Culp Krueger, Lafayette Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannan d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

WOHS Shelby, N. C.—Granted license covering changes in vertical and FM ants.

WSM-FM Nashville—Granted license covering changes in FM station.

WSIC-FM Statesville, N. C.—Granted license new FM station; Chan. 289 (105.7 mc) ERP 2.4 kw; 335 ft.

WENR-FM Chicago—Granted license new FM station; Chan. 234 (94.7 mc) ERP 25 kw; 605 ft.

WMAQ-FM Chicago—Granted license new FM station; Chan. 266 (101.1 mc), ERP 24 kw; 610 ft.

WIL St. Louis — Granted license change frequency, increase power, etc.

WVNJ-FM Newark Bcstg. Corp., Newark, N. J.—Granted request to vacate cond. grant new FM station.

KPAC Port Arthur, Tex.—Granted CP install old main trans. at present location main trans. to be used for aux. purposes with power of 1 kw DA-N.

WJAC Johnstown, Pa.—Granted CP install new trans.

FCC Correction

In report of Secretary's actions dated March 11, FCC corrected item relating to Terrell Broadcast Corp., Terrell, Tex., to read: Granted authorization for 100-w test trans. for purpose of obtaining data with reference to signal intensity data in connection with its application for new AM station 1570 kc 250 w D, now in hearing on issues which include determination of interference to KHBR Hillsboro, Tex. Authorization of test is conditioned to operation being completed prior to commencement of equipment tests by KCUL Fort Worth, and further that operation take place D only with unmodulated signal except for voice identification each half hour.

FCC also announced that in report dated March 23 items referring to KUSC Los Angeles and WDTR Detroit are corrected to show renewal of FM license for KUSC was granted for period ending Sept. 1, 1950, and for WDTR for period ending Sept. 1, 1949.

Box Score

SUMMARY TO APRIL 6

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,969	1,920	233	...	427	253
FM Stations	724	305	591	27*	100	29
TV Stations	59	7	115	...	323	181

* 11 on air

CALL ASSIGNMENTS: WPRT Prestonsburg, Ky. (Kentucky Mountain Broadcasting Co., 960 kc, 1 kw day); WPKY Princeton, Ky. (Princeton Broadcasting Co., 1580 kc, 250 w day); WBRM Marion, N. C. (Lake City Broadcasting Corp., 1250 kc, 1 kw, day); WMUU Greenville, S. C. (Bob Jones U., 1260 kc, 1 kw, day); WOST Sparta, Tenn. (Sparta Broadcasting Co. 1050 kc, 1 kw, day); WBRM Brevard, N. C., changed to WPNF (Pisgah Broadcasting Co Inc.); WLFM Pittsburgh Pa., (Matta Broadcasting Co., Channel 245, 96.9 mc, Power 20 kw); WCIF-FM Madisonville, Ky. (Madisonville Broadcasting Co. Inc., Channel 285, 104.9 mc, power 0.675 kw).

WTOD Toledo, Ohio—Granted CP mount FM ant. on side of AM tower.

WGEM Quincy, Ill.—Granted CP install new trans.

WHAR Clarksburg, W. Va.—Granted CP install new trans.

WMUR-FM Manchester, N. H.—Granted mod. CP to make changes in ant. system.

Following received extension of completion dates as shown: KLEE-TV Houston, Tex., to 6-1-49; WGOS Goshen, Ind., to 10-18-49; WFJL Chicago, to 5-10-49; WLPM-FM Suffolk, Va., to 7-28-49; WMAN-FM Mansfield, Ohio, to 7-1-49; WCOL-FM Columbus, Ohio, to 6-22-49; KOMA-FM Oklahoma City, to 10-1-49; WAZL-FM Hazleton, Pa., to 7-13-49; WSLB-FM Ogdensburg, N. Y. to 6-19-49; KCBC-FM Des Moines, to 7-24-49; KYW Philadelphia, to 6-13-49.

KRKN Arkansas-Oklahoma Bcstg. Corp., Fort Smith, Ark.—Granted request for cancellation of license and deletion of call letters, effective 3-15-49.

KTIS Minneapolis, Minn.—Granted license new standard station; 900 kc 1 kw D.

WPAM and WPAM-FM Pottsville, Pa.—Granted assignment of licenses to Miners Bcstg. Service Inc.

WMIL Myles H. Johns, Milwaukee—Granted request to cancel CP new FM station.

KANE New Iberia, La.—Granted CP to install new trans.

KFLW Klamath Falls, Ore.—Granted mod. CP to make changes in vertical ant. and mount eleven foot FM ant. thereon.

WTVB Coldwater, Mich.—Granted mod. CP make changes trans. equipment, eliminate request for FM ant. and change studio location.

KBKW Aberdeen, Wash.—Granted mod. CP for approval of ant., trans. and studio locations and change type of trans.

WLOG Logan, W. Va.—Granted mod. CP to change type trans.

Following were granted extension of completion dates as shown: KPIX San Francisco, to 5-31-49; WSYR-TV Syracuse, N. Y., to 9-12-49; WTMJ-TV Milwaukee, Wis., to 6-23-49; WCON Atlanta, Ga., to 9-21-49; WSFL-FM Springfield, Mass., to 10-1-49; KFVS-FM, Cape Girardeau, Mo., to 9-25-49; KRFM Fresno, Calif., to 10-27-49; WNAC-FM Boston, Mass., to 7-1-49; WSNJ-FM Bridgeton, N. J., to 6-30-49; KWK-FM St. Louis, to 10-9-49; KTTS-FM Springfield, Mo., to 7-18-49; KBMT San Bernardino, Calif., to 10-27-49; WXRT Chicago, to 10-24-49; WJJL-FM Niagara Falls, to 7-27-49.

Following were granted licenses for new FM stations: WXYZ-FM Detroit, Mich.; WJLS-FM Beckley, W. Va.; KONO-FM Seattle, Wash.; WKRG-FM Mobile, Ala.; WMBS-FM Uniontown, Pa.; KVOE-FM Santa Ana, Calif.

Following were granted licenses for new noncommercial FM stations: WAER Syracuse, N. Y.; WSOU South Orange, N. J.; WNAD-FM Norman, Okla.; WTHS Miami, Fla.

WGRE Greencastle, Ind.—Granted mod. CP to change height above average terrain from 100 ft. to 76 ft.

KBKX San Antonio, Tex.—Granted extension of completion date to 8-24-49.

KEYE Perrytown, Tex.—Granted license new standard station; 1400 kc 250 w unl.

KEYD Minneapolis—Same—1440 kc 5 kw D.

KVOL Layfayette, La.—Granted license install new vertical ant. and mount FM ant. on AM tower and change trans. location.

WIHL Hammond, La.—Granted license new standard station and specify studio location; 730 kc 250 w D.

WPIC Sharon, Pa.—Granted CP install new vertical radiator with FM ant. mounted on top.

KFGQ Boone, Iowa—Granted CP mount FM ant. on AM tower.

WCOV Montgomery, Ala.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WDDH Hickory, N. C.—Granted extension of completion date to 6-10-49.

WMRC Greenville, S. C.—Granted extension of completion date to 7-1-49.

WSIX-FM Nashville—Granted license new FM station; Chan. 248 (97.5 mc), ERP 71 kw, 705 ft.

WXYZ-TV Detroit—Granted mod. CP to change ERP from vis. 32.1 kw, aur. 16.7 kw to vis. 27.9 kw, aur. 13.9 kw; change of power gain and slight ant. change.

April 5 Applications . . .

ACCEPTED FOR FILING

License for CP

KGHF Pueblo, Col.—License to cover CP increase in power etc.

WDUN Gainesville, Ga.—License to cover CP new AM station.

Modification of CP

KVFM San Diego—Mod. CP new FM station for extension of completion date.

WNEX-FM Macon, Ga.—Same.

WRXW Louisville, Ky.—Same.

WGTR Boston—Same.

WMUN Muncie, Ind.—Mod. CP new FM station to change ERP and ant. height.

KOIN-FM Portland, Ore.—Same.

License for CP

WISR-FM Butler, Pa.—License to cover CP new FM station.

WNIQ Uniontown, Pa.—Same.

WPRO-FM Providence, R. I.—Same.

TENDERED FOR FILING

Assignment of License

WKUL Cullman, Ala.—Assignment of license from H. H. Kinney and D. T. Kinney to Hudson C. Millar Jr. and Alexander B. Millar d/b as Cullman Bcstg. Co.

KWTC Barstow, Calif.—Assignment of license from William T. Brown, Burton C. Boatwright and Robert E. Reno d/b as Mojave Valley Bcstg. Co. to Mojave Valley Bcstg. Inc. No change in ownership.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark, partnership, to Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as Oroville Mercury Co.

KSON and KWFM San Diego—Assignment of license and CP from John Ward Studebaker Jr., John Gordon Studebaker and C. Frederic Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc. No ownership change.

Transfer of Control

WQQW-AM-FM Washington, D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

SSA—770 kc

KOB Albuquerque, N. M.—SSA 770 kc 50 kw-D 25 kw-N from June 1, 1949, for next regular license period.

AM—550 kc

WLIN Merrill, Wis.—CP change from 730 kc 1 kw D to 550 kc 1 kw-D 500 w-N DA-DN.

APPLICATION DISMISSED

WEXT Milwaukee — DISMISSED March 31 transfer of control from Sydney Charney, Fred Froede, Bruno B. Bitker, George Grabin, Arthur Meyerhoff and Ben Barkin to Lee K. Beznor David Beznor, Gerald Bartell, Rosa B. Evans and Loraine A. Cromey.

AM—1450 kc

KCSU Provo, Utah — DISMISSED April 1 CP to change from 1490 kc 250 w unl. to 1450 kc 250 w unl.

NAB CODE

Enactment Power Is Upheld

POWER of the NAB board to enact, amend and promulgate standards of practices or codes was upheld in a mail referendum of the membership. By a 760-270 vote the members rejected an amendment proposed by Edward Breen, KVFD Fort Dodge, Iowa, which would have withdrawn the board's code powers. Mr. Breen retired Saturday as a director-at-large for small stations.

On the other hand, the membership adopted a by-laws amendment placing a new limit of two consecutive terms on NAB board service. The vote in this case was 583 to 465.

The code was adopted by the board at Los Angeles last May 19, to take effect July 1, 1948 and with due regard to advertising contracts in effect as of the date of adoption but in no case later than May 19, 1949.

WIND PROTESTS

Baseball Line Rates

WIND Chicago has protested against Western Union's proposed new rates governing use of its baseball play-by-play service [BROADCASTING, March 14], claiming they would discriminate against radio stations as compared to newspapers and press associations.

The protest said WIND is the originating station for the Midwest Baseball Network, furnishing baseball broadcasts to some 30 stations in Illinois, Iowa, Michigan, Nebraska, Minnesota, Indiana and Wisconsin.

Contrary to Western Union's interpretation, the Chicago station claimed WU's past tariffs contemplated use of the Western Union baseball service over more than a subscriber station.

The proposed new rates, to become effective April 18 unless set aside by FCC, would call for payment of $2 per game by each station using the service, plus the regular fee paid by the subscriber or originating station. These additional payments, WIND claimed, "would constitute a net profit since no additional payments, costs or charges are incurred" by WU.

WIND also argued that the "identical service is furnished to newspapers and/or press associations, which subscribers may incorporate information received from [Western Union] in news services furnished to non-subscribers without additional charges of any kind."

Management

(Continued from page 39)

go through the same experience that marked the Standards of Practice debate at Los Angeles last May. At that time the code opponents uttered a few chirps and the meeting developed into a sweeping victory for code supporters.

In any case, NAB reorganizations traditionally bring out some of the industry's hottest oratory. Should the subject move along in a routine way tomorrow afternoon, there is good chance that the tangled BMB situation will be worked over by its friends and enemies. The whole audience research question has been a touchy one, especially since BMB got into management difficulties during the winter.

A new Audience Measurement Committee headed by John Elmer, WCBM Baltimore, was scheduled to meet at 10 a.m. Sunday. This committee faces the headache of guiding the current BMB Study No. 2 through to a conclusion. Then it faces the problem of working out a suggested measurement formula for the future. Already several NAB districts have advocated establishment of a separate corporation, similar to BMI, to develop a comprehensive industry-operated measurement system designed to help advertisers buy radio time efficiently.

Could Submit Ideas

Should this committee come up with some ideas this early in its career, it might choose to submit them to the convention. Buyers of radio time insist they must have a yardstick to guide them in their use of the medium but such a magic formula has not yet been found in nearly three decades of broadcasting.

The sales situation is uppermost in the minds of many broadcasters, judging by informal conversations heard around the industry in recent weeks and at the Stevens late last week. That is why it has the best spot on the three-day agenda.

Following FCC Chairman Coy's address to the opening luncheon today, the convention will move to the adjacent Eighth St. Theatre where all meetings will be held.

Coming at the arrival of a new era of competitive inter-media and intra-broadcasting selling, the sales meeting will go into the main problems of bringing money into the cash register. Maurice B. Mitchell, NAB director of broadcast advertising, will moderate a panel discussion at which the new tricks of competing media will be unveiled.

Mr. Mitchell will follow with a discussion of management's responsibility to radio's selling effort, a subject that may lead to some very plain talk.

Even before the convention gets under way, the sales problem will be worked over at an 8:30-11:30 Monday morning meeting of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

The sales managers came out last winter with a red-hot resolution calling on the NAB board to provide for an aggressive sales campaign pitched to meet the lavish promotions of printed media. The board squeezed much of the punch out of the project and the committee may revive its demand. The All-Radio Presentation will be discussed (see story below).

One of the ideas discussed by committeemen is the creation of a separate corporation similar to the Bureau of Advertising of the American Newspaper Publishers Assn. The newspaper bureau is separately financed to the tune of well over a million dollars and operates without the handicap of internal ANPA supervision and industry schisms. One of the barriers to all-out sales promotion, according to some who favor the idea, is hesitancy on the part of some newspaper-owned radio properties to endorse aggressive competitive selling.

The top management problems will come up at the general business meeting tomorrow afternoon. With expiration of the second NARBA a fortnight ago [BROADCASTING, April 4], the continental allocation picture became even more complicated. What this development means will be considered by the board and at a meeting of the new NARBA committee authorized by the board at New Orleans in February. G. Richard Shafto, WIS Columbia, S. C., director-at-large for medium stations, is chairman of this committee, which scheduled a 9 a.m. Monday meeting. Several other phases of international radio relations will be considered.

In the top management bracket is the policy to be followed in Congressional and government relations. Judge Miller recently polled board members on their lobbying views, asking them if they desired fulltime legislative counsel, counsel during sessions of Congress, or a professional lobbyist.

Some industry elements have contended Judge Miller's main job is of a lobbying nature and he is understood to have indicated he will follow the board's mandate, even to registering himself as a lobbyist. Already NAB has contacted a number of possible candidates for a lobbying post, though final decision on the whole problem is due at the Wednesday-Thursday board meeting.

Television rises to a place of new prominence in convention proceedings, appearing at a number of places on the agenda. TV is tied into the reorganization question. One of the motives behind the three-ply (AM, FM, TV) functional setup proposal is to keep all forms of broadcasting within NAB's ranks. The entire Wednesday morning program is devoted to TV and the visual medium and enters, of course, into the intra-broadcasting competitive situation.

Johnson, Hill Decline

Up to the weekend there had been little open discussion of the Washington legislative situation, though state legislative matters are likely to be discussed informally.

No official representative from Capitol Hill will attend the convention. Sen. Edwin C. Johnson (D-Col.) and Rep. Robert Crosser (D-Ohio), chairmen of the Senate and House commerce committees, respectively, were invited but both said pressure of legislative activities would prevent their attending.

The NAB Legislative Committee had not even scheduled a meeting during the convention though most other standing committees will meet.

Scheduled to meet at 9 this morning were the Employe-Employer Relations Committee, Program Executive Committee, Public Relations Executive Committee, Resolutions Committee (10 a.m.), NARBA Committee, Standards of Practice Committee and Radio News Committee.

Though the Standards of Practice group was authorized by the board in November, its membership had not been announced up to the weekend. NAB headquarters indicated that the committee's composition should become known this morning, if acceptances have been received from those invited to serve.

The code committee's main job is to promote observance of the stand-

CONGRATULATIONS on his election as president of the Pioneers Club are extended to William Hedges (r), NBC vice president, by (l to r) Mark Woods, ABC president and past Pioneers president; Edgar Kobak, MBS president and immediate past president of the Pioneers, and H. V. Kaltenborn, club's founder. Annual dinner was held at Toots Shor, New York restaurant, March 31 [BROADCASTING, April 4].

RADIO FILM

Script Plans Ready For NAB Meet

SCRIPT PLANS for the All-Radio Presentation film, designed to depict radio's selling power, will be ready for the NAB Management Conference at the Monday afternoon sales meeting in the Eighth St. Theatre.

The All-Radio Presentation Committee discussed the script at a meeting held last Monday in New York. It was prepared by Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, and Robert K. Richards, director, Public Relations & Publications Dept. Working copies will be mimeographed for committe review.

The script will be ready for the film producer following the committee's next meeting this spring. Gordon Gray, WIP Philadelphia, chairman of the All-Radio project, will explain the script at this (Monday) morning's joint meeting of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

Drive for additional subscribers to the film will be conducted during the convention. Now that the project has started to take form, the committee in charge will be able to explain its operation in detail. As now drafted, the script is a realistic document somewhat in the mood of "Our Town." It utilizes "real, living people" and talks a language that broadcasters, public, sponsors, agencies and others will understand.

Woven into the script will be a series of result stories presenting a cross-section of radio's selling job. Advantages of early morning and late-night time will be explained along with the arguments for AM, FM and TV.

Attending the Monday meeting, besides Messrs. Gray and Mitchell, were Victor M. Ratner, CBS; Ivor Kenway, ABC; George Wallace, NBC; W. B. McGill, Westinghouse Radio Stations Inc.; George Spencer, George P. Hollingbery Co.; Ralph Weil, WOV New York.

ards. Sitting at its meetings will be representatives of media and agencies.

As NAB officials completed their arrangements last week, several changes were made in the agenda. Three persons were added to the Monday night FM panel [BROADCASTING, April 4]. They are Henry W. Slavick, representing WMCT (FM) Memphis, and NAB District 6 director; Eloise R. Hanna, WBRC-FM Birmingham, claimed to be the world's highest power FM station, and C. M. Jansky Jr., Jansky & Bailey, engineering consultants.

Several changes were made in the Monday afternoon sales program, mostly affecting the order of appearance of speakers. Mr. Willard will preside. Honorary chairmen will be Eugene E. Thomas, WOIC (TV) Washington, chairman of the Sales Managers Executive Committee, and Simon Goldman, WJTN Jamestown, N. Y., chairman of the Small Market Stations Executive Committee.

Mr. Thomas starts the program with a basic appraisal of broadcasting's competitive selling job. Leo Cherne, of Leo Cherne Assoc., New York, will forecast business conditions. Howard P. Abrahams, director of sales promotion and visual merchandising, National Retail Dry Goods Assn., will speak on the topic, "You Must Know Stores to Sell Stores."

Lee Hart, NAB retail coordinator and assistant director of the Broadcast Advertising Dept., will introduce her tested copy-checking system for stores. Her subject is, "New Techniques for Successful Retail Radio."

Mitchell to Moderate

Mr. Mitchell will moderate a panel discussion to be presented by Martin Leich, WGBF Evansville, Ind., and John A. Engelbrecht, WIKY Evansville. They will reveal new cut-throat methods introduced in the city by competing media.

After the panel, Mr. Mitchell will give his talk on "Management's Responsibility to Radio's Selling Effort," outlining the need for management to assume a major share of the station's sales burden and problems.

Mr. Goldman will discuss the special problems of smaller stations in cities under 50,000, taking the topic, "Selling the Small Market Station."

Winding up the meeting will be a panel discussion of the All-Radio Presentation led by Gordon Gray, WIP Philadephia, chairman of the project. He will be accompanied by Lewis H. Avery, of Avery-Knodel; Victor Ratner, CBS; Julian Haas, KLRA Little Rock. It was understood the outline of a shooting script would be ready.

Public relations at the management level will provide a theme for Tuesday morning's meeting in the theatre. Mr. Willard will preside, with Frank King, WMBR Jacksonville, Fla., as chairman.

Exhibit Locations

HEAVY equipment displays will be found in Exposition Hall, beneath the Stevens lobby. Light equipment and services are shown in sample rooms on the fifth floor. All elevators descending from sleeping room floors will take guests to Exposition Hall, on request. Exposition Hall show hours during the Management Conference are: Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-5 p.m.

Mr. King heads the NAB Public Relations Executive Committee. Programming, news, employe relations and the station's place in the community will be discussed, winding up a with a panel.

On the platform will be Harold Fellows, WEEI Boston, NAB District 1 director, who speaks on the subject, "PR in Programs Means Public Relations." E. R. Vandeboncoeur, WSYR Syracuse, chairman of the NAB News Committee, will introduce Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, who will speak on various phases of radio news.

Richard P. Doherty, director, NAB Employe-Employer Relations Dept., will discuss labor relations. Robert T. Mason, WMRN Marion, Ohio, will speak on the broadcaster's role in the community. His topic is, "You and Your Town."

Robert K. Richards, NAB director of public relations and publications, and Harold Fair, NAB Program Dept. director, will join the other speakers in a panel discussion.

Judge Miller will introduce Attorney General Clark at the noon luncheon. He will preside at the afternoon business session. Jose Ramon Quinones, president of the Puerto Rican Broadcasting Assn., will discuss "Broadcasting in Puerto Rico"; Carl Haverlin, BMI president, will report on progress of the industry-owned music bureau; status of BMB's second study will be outlined, and resolutions will be introduced.

Annual industry banquet will be held Tuesday evening at the Stevens. Entertainment will be furnished by BMI.

Concluding the convention will be the Wednesday morning television session. George B. Storer, president of the Fort Industy stations will be chairman. The program includes Terry Clyne, vice president of Biow Co.; Henry Grossman, CBS manager of TV operations; E. Y. Flannagan, vice president in charge of operations, WSPD and WSPD-TV Toledo; Elaine Phillips, manager of film procurement for the Fort Industry TV department, and Stanley Hubbard, president, KSTP and KSTP-FM Minneapolis-St. Paul.

WLS SILVER ANNIVERSARY

Three Special Shows to Mark Event April 12

THREE SPECIAL PROGRAMS on WLS Chicago will mark the *Prairie Farmer* station's silver anniversary April 12.

Mr. Snyder

Edgar L. Bill, WMBD Peoria president and first manager of WLS, will speak on the *WLS Dinnerbell Hour*, and George C. Biggar, first announcer on the program; Ellen Rose Dickey, the station's first home program director; and Grace Wilson, who sang at the WLS dedicatory program, April 12, 1924, will also appear.

A 10-minute memorial service at 6:15 p.m. will honor departed WLS staff members, and at 7 p.m. the *Silver on Parade* program will feature a dramatization of historical highlights of the station, including the WLS broadcast of the Hindenburg disaster.

The twenty-fifth birthday of the *WLS National Barn Dance*, first folk musical program ever put on the air, will be celebrated Saturday, April 23, in Chicago's Eighth Street Theatre. A midnight show, from 12:30 to 2:30 a.m., will be added to the usual 7:30 and 10 p.m. stage broadcasts. Several former *Barn Dance* notables will return to WLS for the occasion, including Uncle Ezra (Pat Barrett), now an Illinois farmer; the "Kentucky Mountain Boy" (Bradley Kincaid), now of WSM Nashville; Tom Owen of WMT Cedar Rapids who called the first square dances on the program; Steve Cisler, vice president of WKYW Louisville and a former *Barn Dance* m.c.; Malcolm "Spareribs" Clair, now of WCFL Chicago, and Joe Kelly of *Quiz Kids* fame.

A special 16-page silver anniversary edition of the WLS magazine *Standby* has been prepared for distribution this week to agencies, advertisers, Midwest business men and WLS listeners.

Last Tuesday, Glenn Snyder, vice president and general manager of the station, saluted the listener in a pre-anniversary statement. "Our audience has been our boss since the beginning," he said. "In the millions of letters that we have received, Midwesterners have told us their program and artist preferences and we have followed their suggestions very carefully. They started our Christmas Neighbors Club and have entrusted WLS with over $247,000 to purchase radios, wheel chairs, inhalators, beds and other equipment for hundreds of midwestern hospitals, orphanages, and other child-caring institutions. Likewise, our listeners have used the station as their medium for the collection of nearly $350,000 to aid the American Red Cross in alleviating distress among many thousands of sufferers from floods, tornadoes, and other disasters."

NAB BOARD

Six Members Conclude Term

SIX members of the NAB Board of Directors concluded their terms at the Saturday meeting of the old board. Six new directors will assume their posts Wednesday afternoon when the new board convenes. They were elected in the February membership poll. The new directors were invited to sit with the old board at the Saturday meeting.

Winding up their terms at this convention are Paul W. Morency, WTIC Hartford, director-at-large for large stations and a director for nearly two decades; T. A. M. Craven, now a consultant and no longer eligible, director-at-large for medium stations; Edward Breen, KVFD Fort Dodge, Iowa, director-at-large for small stations; Willard Egolf, WBCC-FM Bethesda, Md., director-at-large for FM (A) stations; Henry P. Johnston, WSGN Birmingham, District 5; William B. Smullin, KIEM Eureka, Calif., District 15.

New directors taking office Wednesday are James D. Shouse, WLW Cincinnati, succeeding Mr. Morency; Kenyon Brown, KWFT Wichita Falls, Tex., for Mr. Craven; Merrill Lindsey, WSOY Decatur, Ill., for Mr. Breen; Frank U. Fletcher, WARL Arlington, Va., for Mr. Egolf; Allen M. Woodall, WDAK Columbus, Ga., for Mr. Johnston; Glenn Shaw, KLX Oakland, for Mr. Smullin.

Chicago Club Host

CHICAGO Radio Management Club will be host to NAB Convention delegates at a breakfast in Hotel Stevens' North Ballroom tomorrow (Tuesday) at 8:30 a.m. Frederic R. Gamble, president of the 4-As will speak on "Buying Tomorrow's Time." In charge of arrangements will be a committee consisting of CRMC President Bill McGuineas, commercial manager of WGN Chicago; Holman Faust, vice president of Mitchell-Faust Advertising Co.; Wayne Williams, radio director of K. E. Shepard agency; Arthur Harre, general manager of WJJD Chicago; Nort Jonathan, president of Nort Jonathan & Co., and Paul Brines, assistant general manager of WGN Chicago.

WCSI (FM) Columbus, Ind., has announced that it will move its studios from Carr Hill, two miles southeast of Columbus, to downtown section of city, within next six weeks.

ET Business

(Continued from page 47)

now than a year ago and very much better (65%) than six months ago. Kurt Jadassohn, general manager of SESAC Inc., New York, believed conditions much the same but noted an ever-increasing interest in band music and gospel singing, two SESAC specialties.

John B. Keating, Portland, Ore., reported business off, with AFRA and AFM costs making it increasingly difficult to produce the custom-built shows he packages for regional agencies and sponsors in Oregon, Washington and Idaho. Dan V. Carr, general manager, Guild Radio Features Ltd., Toronto, reported expanded operations with business up 100% in the past year.

Helen Kelleher, president of Empire Broadcasting Corp., New York, reported better business now than six months ago. John B. Hayes, assistant manager of WOR Recording Studios, New York, also reported its service business better now than a year ago and six months ago.

II. Problems

Several executives expressed the view that the broadcaster doesn't do enough selling. This is a problem of great concern to transcription companies. For continued sales by the transcriber is in great part dependent on the broadcaster's sales.

Richard S. Testut, vice president and general manger of Associated Program Service, New York, takes that line. He believes that radio is a selling business and 1949 is the year to prove it. He further believes that stations which have organized their commercial departments to sell *programs* rather than just *time* will be the ones getting biggest sponsor response.

Mr. Michelson (Charles Michelson Inc.) also felt that his biggest problem was to be found in the station itself. He expressed the need for educating station sales staffs.

"We have found that most station salesmen follow the path of least resistance," he said, "and that generally results in their taking orders for spots or participations, regardless of the type of program best suited for the advertiser's requirements."

Ziv's Problem

The Ziv organization also felt its biggest problem was right in the radio station. Said President Ziv:

"Our biggest problem is to have more radio stations understand how Ziv programs help them sell new sponsors and how Ziv programs help the stations keep old sponsors as long-time, satisfied customers. Fortunately, more and more stations are learning all the time that sponsors want a good show and that a better show is a better bargain in the long run."

A similar opinion was expressed by a spokesman for World Broadcasting System Inc., New York, an affiliate of the Ziv company.

A somewhat different kind of problem inside the station concerned Mr. Bloom (Kasper-Gordon). He felt many stations improperly educate local advertisers that the sponsor should pay for talent. Further, he believed too many stations wrongly felt that "every dollar spent by a local advertiser for talent means that much less in the purchase of time and station income."

Further problems that concerned him were: The increasing use by stations of disc jockey programs which give the sponsor little that is good or exclusive; the turnover in station personnel, which required him to re-present shows; the freezing of sample discs by stations, resulting in a K-G loss of as much as $12,000 in one year, and the one-show producer who gives the transcription business a black eye by falling down on production midway in a promised series.

James Parks, vice president, Broadcasters' Guild Inc., found his biggest problem a production one—obtaining better than network quality shows at low prices. Mr. Keating (of John Keating) also said increased cost was his main problem.

Television was cited as the biggest problem of Harry S. Goodman Radio Productions. Mr. Goodman said he didn't know whether in the next five years the company would be supplying television programs or transcriptions for radio. At the present, it is doing both. Mr. Hayes of WOR Recording Studios also said planning for TV expansion was his service's most important present problem.

III. New Business

New business is among the top concerns of transcription companies. That includes not only the search for prospects but ways and means of getting them on the dotted-line — then keeping them satisfied.

The Ziv company expects to find its new business among national and regional sponsors, according to President Ziv.

"More and more national sponsors are using Ziv transcribed programs for each individual market," he said. Some network sponsors are already discontinuing their network shows and are concentrating on the placing of transcribed shows in individual markets. In some of the major markets, these national sponsors are placing television shows, whereas in the balance of the country, they are placing transcribed shows to carry their sales messages. We expect that, as television develops, more and more sponsors will turn to transcribed radio shows to reach non-television markets."

As a business booster, Ziv is inaugurating and creating more promotion tie-ins with programs. Thus on one program, a sponsor is enabled to give away a 17-jewel wrist watch every week at no charge to the sponsor. On *The Cisco Kid*, Ziv includes teaser ads, buttons and announcements, giveaways such as singing lariats, trading cards, bang guns, secret codes, membership cards and the like.

High Priced Fish

SECOND annual fishing contest is being sponsored by WSYR Syracuse, N. Y., in cooperation with the New York State Conservation Dept. Tagged fish are planted in surrounding lakes and streams and WSYR offers a $25 prize to the fisherman landing the first marked fish. Other tags returned also bring awards to the anglers. Fishermen are asked to furnish information as to the date and time of catch, type of bait used and where catch was made. This information is forwarded to conservation officials for use in fish migration studies. Some 700 trout were planted last year and 500 more this year. A total of 127 tags were returned in last year's contest.

Ziv believes it is filling the need of the sponsor to have a show that can tie-in with salesmen's efforts, dealers' needs, mail campaigns and the like—thus making the show not merely a radio program but a rounded campaign.

Broadcasters Guild, according to Vice President Parks, expects to find new customers largely in two fields: Among national advertisers and among local dealers for national manufacturers. He believes many of the former will be ripe prospects as they split their radio budgets between AM and TV, economizing on the AM via spots.

Local dealers in nationally manufactured items also will be good prospects, he believes, because their inventories are piling up and they will need economical quality programs to move quality goods. Mr. Parks also said Guild member stations were being sent *Radio News Digest*, which is an information exchange whereby the Guild relays the experiences of one station to other members.

Cites Local Level

Mr. Cowan (Louis G. Cowan Inc.) said he expected to find additional business from the same general groups which have given his organization customers thus far. He, too, noted that the local level will provide more prospects. He explained that greater local sales efforts are increasing local advertising via transcriptions and that as television affects budgets of some companies they are seeking local radio emphasis through transcriptions.

Associated Program Service, according to Vice President Testut, will go after all its customer sources harder for new business. In the past four months, Associated has expanded its station relations staff, is increasing its advertising appropriation, organizing an aggressive direct mail campaign, is investing additional dollars in product improvement, and has established a sales quota representing a new business increase of 20% for the year 1949. He thus is taking literally his own belief that "radio is a selling business and 1949 is the year to prove it."

World Broadcasting expects to find more business from stations themselves. Said a spokesman: "We are not going after outside business because we feel that all of our thinking should be directed toward aiding radio stations to make more money by selling more World shows to sponsors." World is eliminating scripts with no commercial appeal, is inaugurating a big-name policy, is "timing" programs, furnishing sales aids such as audition discs and merchandising portfolios and special voice tracks by star performers.

Charles Michelson Inc. hopes to find new business by submitting low-cost proven programs to large advertisers who have heretofore stayed away from radio because "of failure of stations to come up with a definite program plan for the particular business." His company also is directing its efforts toward participating in factory cooperative advertising plans. His company tries to obtain factory approval for a specific radio campaign which may become the vehicle for cooperative advertising budgeting between distributors and the factory.

Harry S. Goodman Radio Productions intends to serve radio stations but aims to increase business by selling television package programs to sponsors.

Among sources where Kasper-Gordon will seek new business are new stations, although Treasurer Bloom cautions that small stations are of doubtful profit because the rates obtainable from them hardly cover pressing costs, handling, selling expenses and promotion. A new K-G practice is to offer a large group of shows at a special low package rate to stations in small communities.

SESAC, according to General Manager Jadassohn, is selling transcriptions to railroads, whose crack streamliners have installed wire music systems. Thus it has tapped a whole new field for the same product used by radio stations.

Miss Kelleher, president of Empire, which largely does the mechanical side of transcribing, expects to find new business from big advertisers venturing into television and trying to hold their old program time via transcriptions. Empire also has been doing sound tracks on discs for animated television cartoons. Miss Kelleher said it was found cheaper to reproduce the sound that way than on films.

IV. New Products

New shows and new show ideas are being developed prolifically. A

FUTURE plans for *My Friend Irma*, CBS comedy series created by Cy Howard (second from r), are discussed during a Chicago meeting of network and sponsor executives. Participating are (l to r): James A. Barnett, executive vice president and general manager of Pepsodent Div. Lever Bros., sponsor; Don E. Kelley, WBBM-CBS Chicago public relations director; Mr. Howard, and H. F. Woulfe, Pepsodent president.

sampling of what is becoming available in this field follows.

Kasper-Gordon has in production *The Gaylords*, starring Chet Gaylord and Betty Pierce, a family comedy show about a radio performer constantly falling into comic situations. K-G also has in production two new juvenile program series.

SESAC is augmenting the seven series in its library (American Folk-Western, Band, Concert, Religious, Novelty, Spanish-Latin American, and Hawaiian) and is now making available barber shop quartets, a new symphonic orchestra, a mixed religious choir and additional band and Latin-American music.

Harry S. Goodman has just prepared *Rendezvous With David Ross* and *Jim Ameche, Storyteller*, the first available as either 15-minute or half-hour show five times weekly and the latter as either a 15-minute or five-minute program five times weekly. In addition, the company is now selling a musical library of 1,790 selections and is adding 20 new selections monthly.

Standard Radio is about to inaugurate five new *Star Shows*, each built within its library and produced for local sponsorship. Standard is furnishing its stations with complete audition discs as well as printed presentations for use by station sales departments. It claims that sale of any one of the programs should enable a station to recover cost of the entire library service. It also is adding to its big name lineup.

Associated Program Service is making available *The Stars Sing*, a 15-minute, five-a-week feature with Evelyn Knight, Vic Damone, Kay Armen, Phil Brito and others; *Music for America*, half-hour weekly featuring Ted Dale, Al Goodman, Lanny Ross, etc.; *Morning Almanac*, one hour, six-a-week program of diversified music and almanac facts for each day; *Souvenir Song*, five minutes, six-a-week, memory tunes and historical and biographical data designed to follow or precede newscasts; *Movie Time*, 10 minutes, six-a-week, featuring tunes from films, and *Tune Time*, 10 or 15 minutes, six-a-week, featuring small units to tie in with commentator.

Ziv is announcing availability of a new half-hour multi-weekly kid show, *Cisco Kid*, which has the numerous promotion tie-ins mentioned previously.

Broadcasters' Guild, after querying its members on their preferences for new shows, has just released two new programs: *What Difference Does It Make*, a five-minute program that can be used as an enclosure in participating shows and disc jockey programs, as a highlight, and as a change of pace; and *Captain Stubby and the Buccaneers*, a 15-minute program using the Decca recorder and his musical aggregation.

V. Transcription Networks

Keystone Broadcasting System, Chicago, by March 9 added 42 stations to its network since last Aug. 1. That brought its total, as of March 9, to 358 affiliated stations.

Keystone has operated on the theory that through it, advertisers can reach the "Beyond-Metropolitan" audiences of its smaller-town outlets via its transcription network. Its success is further testimony of the impact of the ET.

In New York, a new transcription network has been forming. Called Transcription Broadcasting System, it is making available to stations five top shows and 8¾ hours of weekly programming at the cost of the half-hour national Class A time rate, which is practically what was paid for only one of the shows before it was incorporated into the network. Although TBS claims it has thus offered a balanced programming schedule, it intends to add a new program three times a year, with member stations balloting for the show to be produced out of a selection of five or six prospects.

TBS claims that it has been so swamped with requests from stations eager to join the network that its biggest immediate problem is to make sure the stations taken under contract are the best in their particular market.

VI. Filling a Need

All this activity in the transcription field indicates that transcribers are filling an important need in the radio industry. Although the so-called stigma of "canned" programming may still persist in the opinions of some radio critics, the conclusion is inevitable that ET programming has largely overcome such prejudices, gaining considerable success in the unsentimental arena of the market place.

WCAU Upheld by Court

WCAU Philadelphia was upheld by Federal Judge J. Cullen Ganey on April 5 in a dispute with the American Communications Association, CIO, about overtime pay. Judge Ganey rejected a petition by the union's Broadcast District Local 1 that the station be compelled to submit to arbitration a dispute involving overtime pay for technicians.

WHAS Hearing

(Continued from page 51)

sq. mi. and population of 125,238 while the overlapping 2 mv/m contours include an area of 9,543 sq. mi. and population of 632,380, FCC was told.

Lester H. Carr, partner in consulting engineering firm of Weldon & Carr, Washington and Dallas, testified that in the nighttime overlap area one or more primary services (other than WHAS and WLW) serve 67% of the area. Two or more serve 35.8%, three or more 22.9% and four or more 11.4%, he said.

Mr. Carr said two or more other primary services cover 100% of the daytime overlap area while three or more serve 99.3%, four or more 95.4%, five or more 90.3% and 10 or more 69.1%.

Another Crosley exhibit listed 80 existing and authorized standard stations rendering primary daytime service within the WLW-WHAS daytime 0.5 mv/m overlap area. Similarly, 21 stations were given for nighttime service.

Shouse Testimony

Considerable non-technical testimony was given by James D. Shouse, Crosley president; Robert E. Dunville, Crosley vice president and WLW general manager, and Victor A. Sholis, director of WHAS.

Mr. Shouse told the Commission that Avco's board of directors has adopted a resolution approving a loan to Crosley of the full amount necessary to purchase WHAS.

Mr. Dunville and Mr. Sholis testified on programming and operation of the two stations. Mr. Dunville elaborated on earlier testimony of Mr. Shouse and said that if Crosley acquired WHAS it would extend the station's hours of operations, "consolidate" certain programs and increase commercialism. He indicated that live programming would increase in the present operating hours although the extended operation period would use mostly recorded material.

Crosley does not contemplate "any appreciable degree of mutual programming on WLW and WHAS," Mr. Dunville said. He pointed out that even Washington news bureau programs would be different originations for the two stations. WHAS-TV also would be programmed separately from WLWT (TV) Cincinnati, he said.

Previously, Crosley had told the Commission the two stations would not duplicate network service [BROADCASTING, March 7]. WLW is an NBC affiliate and WHAS is CBS.

Detailed exhibits, coupled with illustrated presentations, were introduced for both WLW and WHAS on programming, news item sources, special events and remotes to show that the stations serve different major areas. Also included was information on the public appearances of the stations' farm directors to show that even in non-broadcast activities there was little overlap between WLW and WHAS.

Defines 'Sphere'

Through this evidence Crosley sought to show that WLW considers its "sphere of influence" to be chiefly Ohio, northern Indiana and not far into northern Kentucky while WHAS is concerned chiefly with Kentucky and southern Indiana. Mr. Sholis called it the "Kentucky-ana" area.

Mr. Sholis, under questioning, testified that the Louisville *Journal*, up until the time of the many new AM station grants, carried the program log of WLW and, in addition, that of WSM Nashville. He said only the night listings now are carried. None of the Cincinnati papers carry any Louisville station logs.

W. Ward Dorrell, vice president of C. E. Hooper Inc., testified on the share-of-audience rating averages which WLW and WHAS had in their respective opposite cities for November-December 1948. He said that WHAS' highest share-of-audience rating in Cincinnati was 1.4 with sets-in-use 21.1. For WLW in Louisville he cited highest share-of-audience as 2.1 with sets-in-use 19. Ratings of each station in its home town were not given.

The heading on the WHAS request for more time to complete WHAS-TV was completed at the March session.

DONALD REYNOLDS

Purchases 'Review-Journal'

DONALD W. REYNOLDS, broadcaster and publisher, last Monday purchased the Las Vegas, Nev., *Review-Journal* for $450,000 according to Blackburn-Hamilton Co., station and newspaper brokerage firm which handled the transaction.

Mr. Reynolds owns or has substantial interests in KFSA Fort Smith, Ark.; KBRS Springdale, Ark.; KAKE Wichita, Kan.; KHBG Okmulgee, Okla., and WIKK Erie, Pa. His newspaper interests include the Fort Smith *Record*, Okmulgee *Times* and the Bartlesville, Okla., *Examiner* and *Enterprise*.

THOMAS D'A. BROPHY, Kenyon & Eckhardt, retiring chairman of AAAA's board of directors, congratulates his successor, Mr. Goshorn. Sign of the times, and theme of the meeting, appears behind them.

Buyers' Market

(Continued from page 41)

festation of the tremendous vitality of manufacturing, broadcasting, advertising and the consuming public alike."

Taking FCC Chairman Wayne Coy's prediction of 18 million TV sets in five years, he said it could be attained, "but not without considerable assistance from the Commission which he heads. . . . Only the availability of UHF channels would make this a likely possibility. . . . So, Mr. Coy, keep your sights up, but don't forget to load that gun."

The television audience is, now, principally in the top quarter income families, with a sharp tapering down into the lowest quarter, he said. A recent Y&R survey about plans of non-farm families to buy TV sets showed that income groupings played a large part in the question. "For each family planning to buy in the lowest economic quarter, there are two in the middle quarter, three in the upper middle quarter and four in the top quarter," Dr. Langhoff said.

TV Costs

At this date television time costs for a half hour show reaching 1,000 sets is $2.95 in New York, having dropped from $6.65 in 15 months. The cost of a TV spot announcement per 1,000 sets has dropped from $0.83 to $0.45. He predicted: "While stations will, with justification, continue to jack up prices periodically, the trend in cost per 1,000 sets will be downward for some time to come."

Dr. Langhoff briefed his agency audience on the latest facts concerning TV outlets and networks, set ownership and progress in cable connections.

Moderator of the panel was Louis N. Brockway, executive vice president of Young & Rubicam and chairman of the AAAA's Special Committee on Radio and Television Policies. Members of the panel were: Winslow H. Case, senior vice president of Campbell-Ewald Co., New York; Walter Craig, vice president of Benton & Bowles, New York; Arthur C. Fatt, executive vice president of Grey Advertising Agency, New York; George Foley Jr., manager of television of Newell-Emmett Co., New York; Robert M. Ganger, vice president of Geyer, Newell & Ganger, New York; Dwight Mills, president of Kenyon & Eckhardt, New York; O'Neill Ryan Jr., vice president of J. Walter Thompson Co., New York; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, New York.

Questions discussed covered such subjects as use of motion pictures; expense of television; frequency of use of television; impact of television; who will produce television, etc.

FCC Order

CONTROL of responsibility for handling appeals from FCC decisions in license cases would be transferred to the Dept. of Justice if present legislation is passed without amendment, according to Rosel H. Hyde, FCC commissioner. Comr. Hyde appeared before a House Judiciary subcommittee April 1, along with Max Goldman, assistant chief counsel in charge of litigation, and two other members of FCC's legal division. Hearings were held on measures (HR 2915-2916) to provide review of orders of FCC, ICC, Agriculture and other departments.

'Waste'

(Continued from page 48)

nique of "getting a show started strongly and getting it started right." A program which begins with a favorable audience response is likely to maintain a favorable level. He called this the "carry over factor."

Mood: More shows have failed because their basic mood was violated than for any other reason, Mr. Schwerin believes.

Cites Example

He cited one program, a "Will Rogers type of homey comedy," which sustained a high degree of audience liking until, in its middle, a jazzed up version of a folk song was presented. At that point, and from then on, the audience liking dropped sharply.

Emphasis: Mr. Schwerin said that meant "the amount of time devoted to each of the major elements in the program."

A news program, being tested, contained the same elements in each of three auditions but differing emphasis was placed on them in the different versions. "When little time was devoted to the main reporter," Mr. Schwerin said, "the liking was low. As the reporter was given more time, the liking for the whole program rose in proportion."

Direction: This means the direction of appeal, "the type of people your show is being broadcast for."

"Advertisers want to appeal to people who are their potential customers," Mr. Schwerin said.

Another factor influencing the direction of programs is the type of available audience, he said. He cited one program, best liked by young people, which was getting only moderate ratings in a 9:30 p.m. Saturday time, when fewer young members of the audience are at home than in any other period of the week. The sponsor switched to 7:30 p.m. and its rating climbed immediately.

Mr. Schwerin said he believes the waste in radio can be substantially reduced by an invigoration of qualitative research. Waste must be reduced, he said, if radio is to remain healthy in the face of growing competition.

SSA Denied

MRS. LOUISE C. CARLSON was denied special service authorization by FCC last week to use the transmitting and studio facilities of WJBW New Orleans, 250 w outlet on 1230 kc owned by her former husband, Charles C. Carlson. Mrs. Carlson was granted the WJBW assignment when the Commission denied Mr. Carlson renewal of license for WJBW on grounds he had repeatedly violated the Commission's technical standards and rules. However, he is still operating the station pending action on his appeal to the Supreme Court from the FCC decision [BROADCASTING, April 4].

SELLING COPY

Lee Hart Gives Formula

TESTED formula for retail radio copy has been developed by the NAB Dept. of Broadcast Advertising, offering a simple way of writing commercials that sell.

The formula is the product of Lee Hart, assistant director of broadcast advertising. Miss Hart will describe it in detail at the Monday afternoon sales session of the NAB Management Conference in Chicago.

Extremely simple, the formula is designed to guide station managers who want more effective commercial copy policies; to aid salesmen who want to sell productive advertising campaigns, and to aid copy writers produce commercials that will help create immediate traffic and sales for the item advertised as well as listener-impressions that will bring customers to a store weeks and months later.

In describing the formula Miss Hart took a sample commercial designed to sell pearls and applied her formula to produce a completely different piece of copy.

"First test," she said, "is this: What main idea do you want listeners to remember about the product, service or event you are advertising. Then write copy in terms of the listener's interest and in words the listener would use in telling a friend about the same merchandise." Miss Hart added that vague, unbelievable lead-in language and stilted advertising copy should be avoided in favor of conversational sentences.

Second, Miss Hart said, this question should be posed: What facts or information in your copy prove the main idea? "In radio," she said, "you can weave facts into a personalized sales story which tells the listener what the key customer advantages of any merchandise mean to her. A woman will head for a store to look at something she's interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will seldom interest her."

Third point in the formula is this: "What suggestion have you offered to encourage listeners to take action about the merchandise, service or event you are advertising? Is it a specific suggestion to stop in and choose the type you most prefer? Why not, instead, make the suggestion a specific one . . . . one that applies to the merchandise you are advertising . . . one that is logical and of benefit to the listener?"

Miss Hart applied her formula to the following piece of copy:

> Gems of the ocean . . . truly lovely pearls . . . can always be counted upon to add the finishing touches to a new spring ensemble. At the jewelry department at Blank's, you will find all types of pearls to adorn your dresses and suits. Especially inviting are the simulated rope pearls. These sixty-inch rope pearls come in green, pink, grey, and the ever-popular white. Priced at one ninety-eight, plus tax . . . you'll find them a valuable accessory this spring and all year 'round. There are also one, two and three strand pearls priced from one ninety-eight to three fifty plus tax. Stop in and choose the type you most prefer in the jewelry department on the street floor at Blank's.

Applying her formula to the above copy, Miss Hart said, brings out a commercial like this:

> You can wear pearls with anything this spring . . . even with a sporty woolen suit. And when you have a long, sixty-inch rope of simulated pearls from Blank's jewelry department, you've got something you can wear a different way with everything. Wear grey pearls in one long rope over a dark sweater. Wear the same grey pearls over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them . . . double loop them . . . wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lucky bracelet. Just walk into the first floor jewelry department at Blank's where you see the sign "simulated rope pearls, $1.98 plus tax." Try them on in front of the mirror. Fold them. Twist them. See how many different ways you can wear them. Then, get the color pearls you want to wear with everything this spring and summer. If you wish, just call Blank's personal shopper. She'll send you the pearls you want on the next delivery from Blank's.

RADIO ADS

In Papers Up 554% Since '41

RADIO advertising in daily newspapers—including radio and television receivers and broadcasters' ads—reached a peak of $14,410,000 in 1948, according to a report issued last Monday by the Bureau of Advertising, American Newspaper Publishers Assn.

The 1948 expenditure represents an increase of 554% over 1941, the last "normal" year in which expenditures data were compiled. The increase in radio newspaper advertising was the second highest increase among the 22 classifications listed in the report. Confections was first with a 566.5% rise.

William G. Bell, the bureau's director of research, explained that the 1948 figures are based on actual space measurements of all national ("general" plus automotive) advertising carried by 908 daily (including Sunday) newspapers published in 664 cities, with a combined weekday circulation of 46,151,000, or 88.3% of the total U. S. weekday circulation.

Comparison chart of the 1948 and 1941 totals for the 22 major national newspaper classifications are shown on the adjacent table.

Classification	1948	1941	% Increase
1. Groceries	$103,568,000	$ 42,675,000	142.7%
2. Automotive	59,296,000	33,829,000	75.3
3. Alcoholic Beverages	34,006,000	20,940,000	62.4
4. Toilet Requisites	23,563,000	13,738,000	71.5
5. Housing Equipment & Supplies	19,913,000	4,621,000	330.9
6. Transportation	19,156,000	9,369,000	104.5
7. Medical	18,896,000	10,254,000	84.3
8. Tobacco	16,302,000	15,073,000	8.2
9. Publications	14,844,000	7,365,000	101.5
10. Radio	14,401,000	2,202,000	554.0
11. Industrial	9,651,000	1,859,000	419.2
12. Wearing Apparel	8,681,000	1,552,000	459.3
13. Hotels & Resorts	7,990,000	3,304,000	141.8
14. Public Utilities	7,192,000	6,390,000	12.6
15. Agriculture	5,123,000	1,137,000	350.6
16. Insurance	3,339,000	1,462,000	128.4
17. Confections	2,646,000	397,000	566.5
18. Jewelry & Silverware	1,612,000	271,000	494.8
19. Sporting Goods	1,578,000	524,000	201.1
20. Amusements	1,258,000	379,000	231.9
21. Educational	1,135,000	487,000	133.1
22. Professional & Service	318,000	72,000	341.7
Miscellaneous	14,793,000	2,618,000	465.0
	$389,261,000	$180,518,000	115.6

REV. J. A. DALY

CBS, MBS Advisor Dies

THE REV. Dr. Joseph Augustin Daly, 49, pioneer in religious radio, died last Wednesday at New York's St. Clare Hospital.

Father Daly entered radio in 1929, initiating a weekly column on the then WLWL New York, maintained by the Paulist Fathers. During the early 1930's, he conducted a Catholic question and answer radio feature, and spoke frequently on *The Catholic Hour* (NBC, Sundays, 6-6:30 p.m.) and *Church of the Air* (CBS), Sundays, 10-11 a.m.) He founded in the middle 1930's a Sunday morning program *Radio Chapel*, still being aired by WOR New York, and until the early 1940's when his health failed, was Catholic advisor to CBS and MBS.

Surviving are two brothers, Eugene and Harold Daly; a sister, Mrs. Thomas Reilly, and his mother, Mrs. Margaret Daly.

New NBC Recorders

NEW recording operation, including 10 magnetic recorders, has been installed at NBC Chicago headquarters to handle delayed broadcast when the network goes on daylight saving time Sunday, April 24. Equipment will record 18 hours of the network's programming daily for affiliates remaining on standard time. Twenty-five persons have been assigned to the recording activity, which will be supervised by Chief Engineer H. C. Luttgens.

FM GRANTS

Construction Permits to 17; 15 for Facilities Changes

CONSTRUCTION PERMITS were granted by FCC last week to two Class B FM stations which heretofore have held conditional grants and CPs also were issued to 15 other existing stations covering changes in technical facilities.

WDLS-FM Jacksonville, Ill., companion operation of WDLS there, received new CP for Channel 263 (100.5 mc) with effective radiated power of 7.3 kw and antenna height above average terrain of 410 ft. Operator of stations is Edge & Korsmeyer.

WOLS-FM Florence, S. C., owned by Florence Broadcasting Co., licensee of WOLS there, received new permit for Channel 291 (106.1 mc) with ERP of 4.5 kw and antenna 410 ft.

Fanny B. Wilson, who previously was denied extension of completion date for Class B FM station WMFI Memphis, Tenn., last week was granted the extension to June 1 [Broadcasting, March 21]. The applicant petitioned the Commission to reconsider the denial and indicated the FCC action was unduly harsh. Petitioner said the station would be ready for operation by June 1 and the extension was granted with the condition that it be completed by that date or interim operation provided.

Denies Hankamer

Meanwhile, the Commission announced denial of completion date extension to Earl C. Hankamer for a new Class B FM station at Houston, Tex. He sought extension to June 9. FCC has not reported its reason for the ruling.

Notice of proposed change in the FM allocation plan also was made by the Commission to add Channel 295 (106.9 mc) to the LaSalle-Peru, Ill., area. The facility is not switched from any other area. Comments are invited until May 9.

CPs in lieu of previous conditions were awarded the following:

WDAE-FM Tampa, Fla.—To change antenna height from 450 ft. to 420 ft.

WUOM Ann Arbor, Mich.—To change ERP from 13.5 kw to 44 kw.

WMRI Marion, Ind.—To change ERP from 4.2 kw to 34 kw; antenna from 345 ft. to 300 ft.

KLTI-FM Longview, Tex.—To change ERP from 9.1 kw to 9.8 kw.

WRNY-FM Rochester, N. Y. — To change ERP from 27 kw to 7.7 kw; antenna from 455 ft. to 460 ft.

WHBF-FM Rock Island, Ill. — To change ERP from 35 kw to 37 kw; antenna from 400 ft. to 380 ft.

WMRN-FM Marion, Ohio—To change ERP from 2.3 kw to 7.6 kw; antenna from 315 ft. to 350 ft.

WCMW-FM Canton, Ohio—To change ERP from 15 kw to 1.75 kw; antenna from 275 ft. to 320 ft

WMVA-FM Martinsville, Va — To change ERP from 2.6 kw to 2.7 kw; antenna from 455 ft. to 380 ft.

WTQS Evanston, Ill.—To change antenna from 390 ft. to 350 ft.

WIS-FM Columbia, S. C.—To change ERP from 150 kw to 2.75 kw; antenna from 455 ft. to 270 ft. Conditions.

KVOB-FM Alexandria, La. — To change ERP from 47 kw to 4.7 kw.

KSO-FM Des Moines—To change ERP from 240 kw to 15.5 kw; antenna from 495 ft. to 500 ft.

WKY-FM Oklahoma City—To change ERP from 190 kw to 48 kw. Conditions.

WLEY Elmwood Park, Ill. — To change ERP from 320w to 950 w; antenna from 240 ft. to 260 ft. Conditions.

LOCAL 802 AFM

Needs Funds at Once—Stein

THE giant New York Local 802 of the American Federation of Musicians must obtain additional revenue or it will become insolvent, Jack Stein, treasurer, reported to the membership last week in *Allegro*, the local's publication.

He said the immediate need is to raise at least $140,000 a year to keep the union on a break-even budget and to raise an additional $100,000 to provide for increased overhead in the future and for revenue declines.

Revenue cuts have come from elimination of $240,000 in standby charges as the result of Taft-Hartley Law and from a decrease in number of remotes, he said.

The local's surplus Dec. 31, 1948, was $902,730.99, a decrease of $163,754.94 from the $1,066,485.93 the year before.

AD CAMPAIGN

AFA Appoints Committee

COMMITTEE to prepare the third Advertising Federation of America campaign to promote public understanding of advertising was announced last week by George S. McMillan, AFA chairman.

The committee, with Ralph Smith, executive vice president of Duane Jones Co., as chairman, includes:

Norman Boggs, general manager, WMCA New York; Vernon Brooks, advertising director, Scripps-Howard newspapers; Fairfax M. Cone, chairman, Foote, Cone & Belding; Frederic R. Gamble, president, AAAA; Monroe Green, advertising manager, *New York Times;* Anthony Lasala, production manager, Geyer, Newell & Ganger; Albert L. Morse, advertising director, Goodall Fabrics; Henry Obermeyer, director of advertising, Consolidated Edison Co. of New York; Art Stein, promotion manager, *Newsweek;* Sally Woodward, Flanley & Woodward.

The campaign, to be launched at the federation's annual convention at Houston, May 29, will follow the general format of the two preceding promotions, which were participated in by 400 daily newspapers and 800 stations and other media.

LEE HART NAMED

Candidate for 'Ad Woman'

Miss Hart

LEE HART, retail coordinator, Broadcast Adv. Dept. of NAB, has been nominated by the Woman's Advertising Club of Washington to be its 1949 Advertising Woman of the Year.

Miss Hart was appointed by the NAB to serve as radio director of Joske's of Texas during the study of "Broadcast Advertising for Retailers" conducted by Joske's and the NAB in 1945. The following year she was named retail coordinator of the NAB's Broadcast Adv. Dept.

With her present nomination, Miss Hart will compete with the candidates of other local ad clubs, which are members of the Advertising Federation of America. The Woman of the Year will be announced at the AFA's annual convention to be held the last of May in Houston.

Record War

(Continued from page 48)

CASTING just before he died late in March. Decca also is in the 78 rpm field only.

As the big controversy over rpm's got under way, the record business was generally described as off. Many executives hastened to add that the decline was not regarded as serious. Mr. Murray of RCA described the market as "soft" and said that this was so in part due to the uncertainty in the minds of the buying public due to the record controversy. Now that RCA finally brought its product into the market place, he believed the uncertainty would be dispelled. He looked for a pickup.

Columbia Records, too, has been experiencing a drop in income. William S. Paley, chairman of the board of CBS and Frank Stanton, CBS president, in their annual report to stockholders indicated that Columbia Records Inc., a subsidiary of the network, was affected by the controversy. They said Columbia LP records have won enthusiastic response but that confusion created by a rival unnamed company (RCA) had "seriously" affected the sale of all records, if only temporarily [BROADCASTING, March 28].

Glenn E. Wallichs, president of Capitol Records Inc., told BROADCASTING that although Capitol sales are below those for the same period last year, they are still at a profitable level and are showing signs of immediate increases. Capitol also is producing 45-rpm records. Said he:

'Confusing Developments'

"The record business is currently experiencing the results of several rather confusing developments. First, the industry has, like all industries, been faced with a overall 'return to normal' state of business. Secondly, purchasers of records, at both the retailer and consumer levels, have been confused by the development of the two new speed types of players and the new types of records which play on them. As the result of these factors, the over-all volume of business is somewhat behind that for the same period last year.

"During the next six months we look for a healthy volume of sales. We feel that our regular popular single and album business will at least hold its own and we look for sizeable sales from our recently released Capitol-Telefunken classical catalog as well as plus volume from our new 45 rpm records. The latter two should compensate for the normal seasonal drop which could be expected at this time and sales volume for each of the next two quarters should equal or exceed that of the first quarter of this year."

Mercury Record Corp., which is producing 33⅓ rpm records as well as standard records, reports "satisfactory business currently but admits uncertainty about the near future," according to Art Talmadge, vice president. Mr. Talmadge said:

"Record business currently is satisfactory. Please bear in mind that business is always contingent upon what tunes we release and if they are good. At the present time, we have a number of good releases which are selling very well. Of course, today there is a buyer's market and people are more selective.

"For the next six months, we know as much as you do. With the present confusion in regard to 45 and 33⅓, there will be more or less of an unsettled period. However, we believe that by fall or early winter, things will once more assume their normal proportions."

Mr. Walker, of MGM Records, said that business currently was "good" and his forecast for the next six months was "fair."

Decca's annual report issued less than a month ago showed net sales of $23,867,020, third largest in the company's history, with earnings at $854,574 as against $1,618,548 the year before. Despite decrease in sales and earnings, the company called the 12-month period a good year. Stockholders were told the company viewed the future with confidence.

Impact of Television

A further element of confusion in some record market areas has been television. Whatever dragging effect video has on record business, however, is believed to be a temporary phase by many record executives.

Mr. Murray of RCA Victor believes that although television acts as a deterrent in the buying of records when a video set first comes into the home, the TV novelty wears off and older, well-established habits are resumed. Like most record executives, he is convinced of the contribution radio has made to stimulating record business, both through disc jockey shows and symphonic record programs.

Mr. Wallichs of Capitol believes, too, that ultimately television will aid record sales because it will keep more people at home, where records are played. He noted, however, that up to now it has been impossible to assess accurately the effects of television on the record business. Television's first impact on a new area is to hurt juke box record sales but after the initial television period is passed this business picks up again, he said.

Mr. Talmadge of Mercury said that in the future he hoped television could be applied to increase record sales. Meanwhile, he indicated, video has been a "slight hindrance in record sales." He said its impact on record sales has been minor thus far because the bulk of record purchasers are in the 19 to 30 year age group, which is not the biggest buyer of video sets. He believes that radio, especially disc jockeys, have been the main factor in selling records.

Mr. Walker of MGM also felt television should help record sales because it will keep people at home. He, too, believed that radio has helped record sales through the disc jockey program.

Mr. Kapp of Decca, just five days before he died, told BROADCASTING that television would help the record business for telecasting, like radio, would further disseminate a love for music, which is the main drive behind record purchases.

Voice Budget

(Continued from page 49)

for the U. S.'s participation in international organizations, to cover expenses, contributions, quotas and assessments and costs. Amount for International Telecommunication Union was put at $146,311; United Nations Educational, Scientific and Cultural Organization (UNESCO), $2,928,773; Inter-American Radio Office (or its successor), $6,378.

The House group also authorized State Dept., in contracting for use of international shortwave stations and facilities, to indemnify owners and operators from funds subsequently appropriated against loss or damage resulting from injury to persons or property. Funds also would be available for payment of contracts for distribution and processing of motion picture films.

In urging an amount $2 million short of overall estimates for State's information and educational activities, the appropriations group stressed it did not disapprove of the "purposes and objectives" of the program, but felt expansion should be gradual in the interests of economy.

In its report the committee said it was not impressed with testimony favoring provision for construction of two new curtain-type antennas at domestic shortwave transmitters. The cost was listed at $514,900, a figure the committee recommended be deleted. State will attempt, however, to have this item reinstated before the Senate, it was learned.

Funds recommended by the House unit were designated to provide additional personnel to strengthen staff services to the Secretary and Under Secretary as urged by the Hoover Commission, it pointed out. The committee felt that "considerable savings and more efficient adminstration will result from the proposed organizational changes."

The group also recommended a budget of $99,663,558 for American participation in international organizations, but felt that "in far too many instances the percentage which this country is called upon to contribute is excessive." It urged efforts to effect substantial reductions.

Meanwhile the House passed the Agriculture Appropriation Bill (HR-3997) for 1950. The measure has been referred to the Senate Appropriations Committee. Included is a sum of $1,248,728 for the Office of Information—an increase of $79,728 over budget estimates but $1,131,272 less than the amount set asaide for current fiscal year ($2,380,000).

Expenditures for "Voice" and other State Dept. informational activities should be substantially increased and shortwave operations should be expanded to offset "enormous sums" spent by Soviet Russia for propaganda, Congress was told in another report.

The recommendations were included in a semi-annual report submitted by the Advisory Commission on Information. Group comprises Mark Ethridge, Louisville publisher, chairman; Justin Miller, NAB president; Erwin D. Canham, *Christian Science Monitor* editor; Philip D. Reed, General Electric Co. chairman; Mark A. May, director of Yale U. Institute of Human Relations.

Describing present operations as effective but "inadequate to meet the pressing needs of our international responsibilities," the commission said that the budgetary recommendations sent to Congress for 1950's program are a "bare minimum for continuing the beginning which has been made." The report called for increases in physical facilities to provide more medium wave relay bases, as well as increases in the number of broadcasts and in radio officers in countries which maintain networks.

"A budget which contemplates $15 billion for military, $5 billion for economic and only $36 million for information and educational services does not provide an effective tool for cleaning out . . . international confusion and misunderstanding," the report noted.

'Closing' of Gap

The commission also stressed need for closing "the gap in the policy between other parts of the State Dept. and the information field" to make the program more effective at home.

"The dissemination of American private media abroad is primarily and essentially an informational activity," the report pointed out, "and the responsibility and funds . . . should be placed with the Dept. of State." Activities should not be confined to countries receiving ERP aid, it added.

The group also included recommendations based on a survey by Mr. May who toured ten European countries. Some findings were:

In Poland, there are an estimated million listeners, with an average of one set per 40 persons.

In Czechoslovakia, the "Voice" probabaly reaches more than one-tenth of the population, with one radio per every seven or eight persons.

In Yugoslavia, no estimate was possible. The ratio is one set to every 75 persons.

In Russia, no figure was available, but evidence indicates the "Voice" reaches millions of listeners either directly or "by word of mouth." Without radio and the magazine "Amerika," "we would lose out entirely and only too quickly," the report concluded.

OREGON'S Gov. Douglas McKay (r) receives instructions from KGW Portland Manager H. Quenton Cox (l) before turning on power-panel switch of KGW's new 5 kw Raytheon transmitter, recently put in operation. On hand for occasion were Portland's Mayor Dorothy McCullough Lee and M. J. Frey, general manager of *The Oregonian*. KGW is owned by the Oregonian Pub. Co.

LOUISVILLE APPEAL

WKLO Grant Upheld

GREEN LIGHT on consideration of program issues in comparative proceedings was given to FCC last week by the U. S. Court of Appeals for the District of Columbia.

Affirming the Commission's grant of 5 kw day, 1 kw night on 1080 kc to Mid-America Broadcasting Corp. for a new station at Louisville (WKLO) and denying competitive bid of WINN there, the court stated the "Commission was completely correct in deciding in favor of Mid-America on the basis of far superior local program proposal." The court's ruling was made April 6.

WINN, licensed to Kentucky Broadcasting Corp., had filed the appeal from the FCC ruling upon being denied switch in its facilities from 250 w on 1240 kc to the 1080 kc assignment [BROADCASTING, Nov. 17, Oct. 27, 1947, Jan. 24].

Judge Bennett Champ Clark wrote the majority opinion for the court. He and Judges E. Barrett Prettyman and James M. Proctor had heard the argument in early January.

The court disagreed with the WINN complaint that the FCC had given controlling weight to the "extra legal" consideration of a previous grant to Mid-America which expired during the war years.

The court also rejected WINN's claim that the Commission erred in its decision by deviating from its established policy to prefer an existing license over a newcomer, all other factors being equal. The court said all factors were not equal in the case.

The court thereupon went into considerable detail on the program proposals of the two applicants, noting that WINN was a network affiliate while WKLO is not. The extensive cultural and public service program plans of Mid-America were noted and compared with WINN plans, as were proposals regarding religious broadcasts, farm service and local news.

WINN also had claimed that Mid-America's local program proposals might be changed through any network affiliation it said it would welcome. But the court said there "was ample and uncontroverted evidence to support the Commission's finding that Mid-America's proposed local programming would not suffer from a possible future network affiliation."

The court concluded, "Further, it is noteworthy that the operation by Mid-America of the facilities which it has been authorized to provide will in no way affect the operation by Kentucky of Station WINN as it is presently licensed to operate that station."

Upcoming

April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.

April 21: Peabody Awards presentations, Radio Executives Club meeting, New York.

April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

TRANSFERS

FCC Grants Consent In Five Cases

CONSENT was granted by FCC last week to sale by Myles H. Johns of his 55% interest in WOSH-AM-FM Oshkosh, Wis., for $62,000 to members of his family. Approval also was given to transfers involving KTAN Sherman, Tex.; WANE Fort Wayne, Ind.; WSAT Salisbury, N. C., and KUBA Yuba City, Calif.

Meanwhile last week the Commission also ordered hearing on the proposed assignment of license of KWKW Pasadena, Calif., from Southern California Broadcasting Co. to the Southern California Trade Unions Broadcasting Co. Consideration involved is $392,500 [BROADCASTING, Nov. 15, 8, 1948].

FCC said it wished to: (1) Inquire whether proposed assignee is legally and financially able to operate the station, assigned 1 kw day on 1430 kc but seeking switch to 50 kw daytime on 830 kc; (2) determine what agreements exist between seller and buyer; (3) study method of payment; (4) inquire if there is to be any continuance of control by seller, and (5) inquire if buyer is unable to make payments whether there is to be any reversion of license to seller.

The KWKW application requests assignment of license from Marshall S. Neal, Paul Buhlin, E. T. Foley and Edwin Earl d/b as Southern California Broadcasting Co. to Southern California Trade Unions Broadcasting Assn. Consideration is to be not less than $392,500 nor more than $420,000. Deal calls for $25,000 cash, $35,000 annually on first and second anniversary of sale date, plus two-thirds the net profit those two years (not to exceed $27,000 for either or both years) and the remaining $297,500 in five equal annual installments bearing 2½% interest. Payments are guaranteed by Joint Council of Teamsters No. 42, Los Angeles, whose representative, Paul D. Jones, is president of purchaser. Group is AFL affiliated.

Details of transfer grants follow:

WOSH-AM-FM Oshkosh, Wis.—Granted assignment of license from Oshkosh Broadcasting Co. to new partnership of same name and including same individuals except one. Myles H. Johns, 55% owner, sells 40% for $45,500 to his brother, William F. Johns Jr., now 15% owner, Myles Johns sells other 15% for $16,500 to his mother, Penrose H. Johns, new partner. WOSH is assigned 250 w on 1490 kc.

WANE Fort Wayne, Ind.—Granted acquisition of control of Radio Fort Wayne, licensee, by C. Bruce McConnel through purchase of 190 shares for $11,850 from Glenn R. Thayer and Merlin H. Smith. Mr. Thayer sells 62 of his 162 shares and Mr. Smith sells 128 of his 178 shares. Mr. McConnel already holds 275 shares. Total of 675 shares are issued in firm. WANE is assigned 250 w on 1450 kc.

KTAN Sherman, Tex.—Granted assignment of license from Denison Broadcast Corp. to Sherman Broadcast Corp. for $18,000. Euclid T. Fant and Tony Anthony are principals in Sherman Broadcast Corp., new firm. Sellers are Elmer Scarborough, Joel Carroll and Mrs. Mary Stewart. KTAN is assigned 250 w daytime on 1500 kc.

WSAT Salisbury, N. C.—Granted relinquishment of control by C. H. Wentz in Mid-Carolina Broadcasting Co., licensee, through sale by Mr. Wentz of 33⅓% holding of his 50% interest for $18,000 to E. E. Boyce and W. D. Flinton. Latter acquire 16⅔% share each. Messrs. Boyce and Flinton are part owners of Thomas & Howard Co., southern wholesale grocery firm. WSAT is assigned 1 kw on 1280 kc, daytime.

KUBA Yuba City, Calif.—Granted assignment of license from partnership composed of five equal partners to corporation owned by three of the partners. Firm name continues to be Peach Bowl Broadcasters Inc. Dewey Alread and Raymond Linn retire from firm and Chester Ullom, Beverly B. Ballard and Clyde L. Goodnight continue. Messrs. Alread and Linn get back investments, $2,000 and $4,250, respectively. KUBA is assigned 500 w fulltime on 1600 kc.

EISENHOWER SERIES

Sale Reports Said Premature

REPORTS that Time Inc., publishers of *Life*, *Time* and *Fortune*, had bought *Crusade In Europe*, 26-part television film series based on the book by Gen. Eisenhower, were labeled premature as late as Friday morning by an ABC spokesman. It was understood in trade circles, however, that a deal soon would be closed.

In fact, it was learned that actual writing of the contract was being undertaken by the network. *Time*, it was understood, will buy the first-time rights and have first options to the second and third showings.

It was believed that first-time rights, exclusive of network time and line charges, would be priced in the neighborhood of $200,000.

It was further believed that if *Time* closes the deal it will be shown 9 to 9:25 p.m. Thursdays, the day *Time* magazine appears on newsstands and the day before *Life* comes out, thus providing a vehicle to sell current issues of both publications.

ABC owns the package exclusively for 21 months under contract with 20th Century-Fox, for which March of Time produced the series.

'CRIME BILL'

Tabled in Minn. Senate

AN ACT forbidding stations in Minnesota "to broadcast at any time any program or story revolving around lust and the commission of such crimes as murder, bodily attack . . . or . . . forms of attempted murder . . . whether real or fictional," has been introduced in the Minnesota Senate by State Sens. Novak and Sinclair.

Terms of the so-called "Crime Bill" do not apply to a station broadcasting information concerning the commission of an actual crime occurring within a reasonable period preceding the newscast or of developments in the solution of an actual crime by law enforcement officers.

The original hearing on the bill was closed to broadcasters, but they were represented at the second hearing April 5, by John F. Meagher, manager of KYSM Mankato, and William C. Green.

KYSM reports that the State Senate Committee on legislation voted unanimously to table the "Crime Bill" on April 5.

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Cherry 1822

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State 2-0366

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